

SPONSORSHIP PACKAGE

GE

SEPTEMBER 29, 2018
FOR THE WIN FESTIVAL
SPONSORSHIP PACKAGE



LITERACY & LIFESTYLE FOR THE WIN festival

SPONSORSHIP OVERVIEW

The **For the WIN Festival** promotes the rewards of reading and motivates young minds to be creative, strategic, and purposeful in accomplishing goal-driven results. On Saturday, September 29, 2018, this enriching event will engage kids and parents alike in a variety of fun learning activities as they work together for the **WIN**.

Become a **For the Win Festival Sponsor** and make an impact on the community while helping to provide a fun and educational day for thousands of children and their families. This family friendly event benefits the Chuck4Short Foundation year-round literacy initiatives for undeserved students and families throughout the District, Maryland, and Northern Virginia.

Event sponsorship is a critical component of a company or organization's marketing plan. Sponsorship is a direct channel of communication, and it reaches people in an environment that matches their lifestyle. The For the Win Festival offers a series of successful events that will provide you the opportunity to place your product, image or service in the hands of thousands of potential customers.

- Increase market share
- Face-to-Face interaction with customers and leads
- Enhance your image through community involvement and event association
- Networking opportunities
- Meet your marketing goals and build employee engagement
- Establish presence in the community

At the Chuck4Short foundation, we recognize your organizations commitment to the community, you are an ideal partner for us and the kids we serve. We have included a detailed sponsorship proposal for your review. Please review the various levels and details, and let us help you find the right fit for your business. We have opportunities for businesses of all types and budgets. If you don't see the perfect fit, we will be delighted to create a package that meets your goals and budget. Please feel free to contact me, Justin Gaither, at 202-361-1276 or email chuck4short@gmail.com to discuss options and next steps or if you simply have questions.

Thank you for considering the **For the Win Festival** as part of your annual marketing strategy.

Sincerely,



Justin R. Gaither
Owner, Creative Director
The Chuck4Short Foundation



LITERACY AND LIFESTYLE ZONES

WONDERFLY GAMES

An adventure and obstacle course for kids and adults to employ cleverness, teamwork, and agility.

BEATS, RHYMES, AND LIFE

Go back to the essence of Hip Hop with our series to introduce art, poetry, DJ'ing and beat production.

STEM ESCAPE ROOM

Whiz kids to experience fun filled STEM activities in the form of an escape room.

THE BRAVE BOOK EXCHANGE

Personalized book exchange and reading corner that will feature minority authors, highlight books, fun presentations, workshops and book readings.

EAT, PLAY, LOVE

Promotes healthy eating and cooking habits for kids and adults. Featuring our 2nd annual Father/Son grilling competition.

BETTERFLY IMAGE BUILDING

Fashion, hygiene, and confidence/image building room for both kids and adults alike.

FOOD AND BEVERAGE

Food and beverages for all attendees. This includes grilled hot dogs, hamburgers, snacks, and beverages.

FAMILY GAMES AND ENTERTAINMENT

Entertainment and activities for all attendees. This includes, face paint, character drawings, board games, and much more.

LITERACY & LIFESTYLE FOR THE WIN festival

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR- \$2,000

- Exclusive event name recognition
- Name and logo recognition on all event collateral material
- Pre-event and post-event advertisements (radio, web, print, & social media)
- Promotional materials as part of event giveaways
- 10 logo impressions on 8x8 custom backdrop
- Three spots on judges panel for grilling competition
- Recognition in quarterly newsletter (5,000+ recipients)
- Exclusive logo placement at each main entrance
- Commemorative plaque with your company as the 2018 Champion for Literacy Award
- Exhibitor space (near entrance)
- Custom Facebook meme with logo and presenting sponsorship recognition of company and event

GOLD LEVEL SPONSOR- \$1,000

- Named sponsor of Zone
- Prominent logo placement at entry to sponsored zone
- Pre-event and post-event advertisements (radio, web, print, & social media)
- Promotional materials as part of event giveaways
- 5 logo impressions on 8x8 custom backdrop
- Two spots on judges panel for grilling competition
- Recognition in quarterly newsletter (5,000+ recipients)
- Commemorative plaque with your company as the 2018 Community Advocate Award
- Exhibitor space (in vendor area)
- Custom Facebook meme with logo and gold level sponsorship recognition

SILVER LEVEL SPONSOR - \$500

- Named sponsor of area
- Prominent logo placement at entry to sponsored zone
- Add 1 company promo materials to giveaway bags
- 2 logo impressions on 8x8 custom backdrop
- Pre-event promotion/advertisement on radio, web, print, & social media
- Recognition in quarterly newsletter (5,000+ recipients)
- Exhibitor space (in vendor area)
- Custom Facebook meme with logo and gold level sponsorship recognition

COMMUNITY PARTNER - \$250

This level is best for small businesses who want to be associated with the festival and get their name out in the community.

- Name recognition on event collateral material
- Pre-event promotion/advertisement on radio, web, print, & social media
- Recognition in quarterly newsletter (5,000+ recipients)

CUSTOMIZED PACKAGE - \$VARIES

Not seeing the category that best fits your goals and budget? Let us help! You can mix and match benefits to find what's right for you.



SPONSORSHIP FORM

Yes, I would like to be a sponsor for the For the Win Festival!

Select one of the Sponsorship levels below.

☐ Presenting Sponsor

☐ Gold Sponsor

☐ Silver Sponsor

☐ Community Partner

☐ Customized Package

Details:

Business Name

Address

Contact Name

Email

Phone Number

Check enclosed in the amount of \$_____

Mail this form with your check to:
1405 Pennington Lane
Bowie, MD 20716

We must receive checks no later than
September 24, 2018 in order to print signage.

You can also complete the form and submit payment online at www.Chuck4Short.com/FortheWin