

2020

ALABAMA

GREEK PICNIC

SPONSORSHIP

PACKAGE



SPONSORSHIP LETTER

To Whom it May Concern:

Alabama Greek Foundation Inc. is a premier nonprofit organization. Alabama Greek Foundation provides high school students opportunities to visit and tour colleges and universities. Our four week program assist students with financial aid and ACT/SAT Prep. Alabama Greek Foundation also award scholarships. In addition, we connect students with mentors. The goal of Alabama Greek Foundation is to increase college enrollment amongst low income high school students. We will increase enrollment by exposing students to the joys of college life , inspiring them to explore beyond their surroundings, supporting them before and during college.

On August 1, 2020, the Alabama Greek Foundation will host its biggest fundraiser, the third annual Alabama Greek Picnic. The Alabama Greek Picnic is a highly anticipated summer event designed to provide members of the Pan-Hellenic Council a unique experience to unite, fellowship, and network in a central location. The Alabama Greek Picnic week will provide attendees a weekend full of events, including a major service project, picnic, nightlife entertainment, and worship.

Our committee has built trust, interest, and has access to an audience with great buying power. In previous years, the Alabama Greek Picnic drew 1,500 – 2,000 attendees. Our attendee demographics are as follow: 96% Black/African American, 56% women 44% men, 86% of attendees ages 18-44. This year our committee projects over 2,500 attendees with similar demographics.

Our foundation's objective is to build a long-term partnership with you. We are actively seeking sponsors, such as yourself, to assist with enhancing the event as we continue to grow. Through this partnership, we hope to help your company make the most of its corporate philanthropy budget by helping you reach a wider audience. We invite you to become an official sponsor in exchange for logo placement on event tickets, shirts, official flyers, etc. In addition, we propose a 3-5 minute speaking opportunity, a booth at the picnic.

We would love to continue this conversation by phone to confirm your participation in being our official event sponsor. Feel free to reach out to me in the meantime if you have any questions.

Sincerely,
TaMarcus & Shumaine Pruitt
Alabama Greek Foundation



SPONSORSHIP LEVELS

DIAMOND WEEKEND SPONSOR \$10,000

- ✓ Stage Banner
- ✓ 5 minute opening remarks
- ✓ Greek stroll competition check presentation
- ✓ Brand recognition every 30 minutes
- ✓ Logo on step & repeat
- ✓ 10 VIP guest passes
- ✓ Brand recognition on ALGP website & social media blasts
- ✓ Table at event space
- ✓ Logo on wrist bands
- ✓ Brand recognition on picnic collateral event tickets, shirts, official flyers, etc.

GOLD SPONSOR \$2500

- ✓ 5 minute promotional greeting
- ✓ Brand recognition every 30 minutes
- ✓ Logo on all marketing material
- ✓ Logo on step & repeat
- ✓ 6 VIP guest passes
- ✓ Social media blasts
- ✓ Table at event space



SPONSORSHIP LEVELS

SILVER SPONSOR \$1000

- ✓ Logo on all marketing material
- ✓ Logo on step & repeat
- ✓ 4 VIP guest passes
- ✓ Social media blasts
- ✓ Table at event space

BRONZE SPONSOR \$500

- ✓ Logo on step & repeat
- ✓ 2 VIP guest passes
- ✓ Social media blasts
- ✓ Table at event space

