

ALABAMA GREEK

Foundation

SPONSORSHIP PACKAGE



SPONSORSHIP LETTER

Greetings,

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 assists 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.

The first weekend in August, the Alabama Greek Foundation will host its biggest fundraiser, the annual Alabama Greek Picnic. The Alabama Greek Picnic is a highly anticipated annual 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 weekend 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 2,000-2,500 attendees. Our attendee demographics are as follows: 96% Black/African American, 56% women 44% men, 86% of attendees ages 18-50. This year our committee projects over 5,000 attendees with similar demographics.

We are thrilled to announce that we have already secured a sponsorship from the City of Birmingham, which will be instrumental in making our event a success. However, we still need additional support to ensure that we provide the highest quality experience for our guests. Your generous sponsorship will be invaluable to our efforts, and would allow us to provide a more enjoyable experience for our guests.

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 sponsor. Please feel free to reach out in the meantime if you have any questions



Sincerely,

TaMarcus & Shumaine Pruitt



www.alabamagreekpicnic.com

SPONSORSHIP LEVELS

DIAMOND WEEKEND SPONSOR \$10,000

- ✓ Stage Banner
- ✓ 5 minute opening remarks
- ✓ 5K Winner Presentation
- ✓ Brand recognition every 30 minutes
- ✓ Logo on step & repeat
- ✓ Registration for up to 10 member participant team.
- ✓ Brand recognition on Alabama Greek Picnic website & social media blasts
- ✓ Table at event space
- ✓ Logo on wristbands
- ✓ Brand recognition on 5K and Sunday Funday 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
- ✓ Registration for up to 8 member participant team
- ✓ Social media blasts
- ✓ Table at event space



SPONSORSHIP LEVELS

DIAMOND WEEKEND SPONSOR \$20,000

2 Stage Banner

5 minute opening remarks

Brand recognition every 30 minutes

Logo on step & repeat

Registration for up to 10 member participant team.

- ✓ Brand recognition on Alabama Greek Picnic website & social media blasts
- ✓ Table at event space
- ✓ Logo on wristbands
- ✓ Brand recognition on 5K and Sunday
- ✓ Funday 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
- ✓ Registration for up to 8 member participant team
- ✓ Social media blasts
- ✓ Table at event space



SPONSORSHIP LEVELS

SILVER SPONSOR \$1000

- ✓ Logo on all marketing material
- ✓ Logo on step & repeat
- ✓ Registration for up to 6 participant team.
- ✓ Social media blasts
- ✓ Table at event space

BRONZE SPONSOR \$500

- ✓ Logo on step & repeat
- ✓ Registration for up to 6 member participant team
- ✓ Social media blasts
- ✓ Table at event space

Chapter Tent Sponsorship \$200

- ✓ Extra Large Chapter Tent Admission
- ✓ 5 Admission Tickets

