

2019

HOMECOMING

SPONSORSHIP OPPORTUNITIES



Central
College[®]
— 1853 —

CENTRAL COLLEGE HOMECOMING SPONSORSHIP OPPORTUNITIES

\$5,000 - BIG RED SPONSOR

- + Listing as title sponsor in all media during Homecoming weekend (i.e. Central College Homecoming Tailgate party presented by "Your Business Name Here")
- + Verbal recognition during event
- + Social media mention
- + Logo placement on Central College mascot during Homecoming weekend
- + Opportunity to display company banners at all Homecoming events
- + Business allotted one (1) promotional table at the Postgame Party
- + Logo with link on Homecoming website
- + Logo placement on football stadium videoboard
- + Business mention on direct mail print advertisements, radio advertisements and email broadcasts*
- + Inclusion of collateral material in registration packets
- + Six (6) VIP tickets to the Central's homecoming football experience (access to tailgate, football game and postgame party)

\$2,500 - GO DUTCH! SPONSOR

- + Verbal recognition during event
- + Social media mention
- + Logo with link on Homecoming website
- + Business mention on direct mail print advertisements and email broadcasts*
- + Logo placement on football stadium videoboard
- + Opportunity to display company banner at two (2) Homecoming events**
- + Four (4) complimentary tickets to Homecoming game

\$1,000 - BRIDGE SPONSOR

- + Verbal recognition during event
- + Social media mention
- + Logo with link on Homecoming website
- + Business mention on direct mail print advertisements and email broadcasts*
- + Logo placement on football stadium videoboard
- + Opportunity to display company banner at one (1) Homecoming event**
- + Two (2) complimentary tickets to Homecoming game

\$500 - LEMMING SPONSOR

- + Verbal recognition during event
- + Social media mention
- + Name with company link on Homecoming website
- + Name placement on football stadium videoboard
- + Two (2) complimentary tickets to Homecoming game

\$250 - PATRON LEVEL

- + Listed on Homecoming website

*Business logo due July 1, 2019

**Excluding tailgate

CENTRAL COLLEGE HOMECOMING SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS BY LEVEL	BIG RED SPONSOR (TITLE SPONSOR)	GO DUTCH! SPONSOR	BRIDGE SPONSOR	LEMMING SPONSOR	PATRON LEVEL
LISTING AS TITLE SPONSOR IN ALL HOMECOMING MEDIA	✓	n/a	n/a	n/a	n/a
BUSINESS MENTION IN RADIO ADVERTISEMENT(S)	✓	n/a	n/a	n/a	n/a
LOGO AND COMPANY LINK ON CENTRAL COLLEGE HOMECOMING WEBSITE	Large Logo	Medium Logo	Small Logo	Printed Name	Printed Name
BUSINESS MENTION ON DIRECT MAIL ADVERTISEMENTS	Printed Name	Printed Name	Printed Name	Printed Name	n/a
COMPANY BANNER HUNG AT EVENT(S)* <small>*BANNER PROVIDED BY SPONSORING COMPANY</small>	All Events	2 events	1 event	n/a	n/a
VIP HOMECOMING EXPERIENCE PACKAGE	✓	n/a	n/a	n/a	n/a
TICKETS TO HOMECOMING GAME	6 Tickets	4 Tickets	2 Tickets	2 Tickets	n/a
LOGO OR NAME ON FOOTBALL STADIUM VIDEOBOARD	Logo	Logo	Logo	Printed Name	n/a



**1,000+
ATTENDEES**



**19,000
POSTCARDS
SENT**



**100,000+
SOCIAL
IMPRESSIONS**



**HOMECOMING
EVENTS**



Central College®

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