

ANDERSON UNIVERSITY

# Homecoming & Family Weekend

OCTOBER 6-7, 2023

## **SPONSORSHIP OPPORTUNITIES**

Homecoming and Family Weekend provides a great opportunity for you to partner with Anderson University while also promoting your organization! We invite you to join us as we welcome thousands of guests to Madison County in early October.

Your choice to be a Homecoming and Family Weekend sponsor will allow you to make connections with more than 30,000 alumni, AU faculty, staff, 18,000+ social media users, and more than 1,400 students and their families who have chosen to make AU their home away from home. Please review the sponsorship opportunities and choose the level of impact that best fits the goals of your business.

*\*Although we can include your logo, your address, and a web address that goes to your company homepage, we cannot allow coupons, discounts, or any specific product or service endorsements as part of your sponsorship benefits.*

BENEFITS TO YOUR ORGANIZATION	BRONZE RAVEN \$500 (8 AVAILABLE)	SILVER RAVEN \$1,000 (6 AVAILABLE)	GOLD RAVEN \$2,000 (5 AVAILABLE)	PLATINUM RAVEN \$5,000 (2 AVAILABLE)	PRESENTING RAVEN \$10,000 (2 AVAILABLE)
<p><b>Registration Form</b></p> <p>Your business logo will be included as a sponsor on the Homecoming and Family Weekend attendees' registration sign up form.</p>	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Digital Display Promotion</b></p> <p>Your business logo will receive recognition on a large screen TV at the entrance of the Alumni Office and other prominent campus locations.</p>	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Homecoming Promotional Materials</b></p> <p>Your logo will be featured in the event program in a "Thank You to Our Sponsors" section.</p>	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Social Media Recognition</b></p> <p>We will highlight your logo using the AU Facebook page, which has 18,000+ followers.</p>	-	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Welcome Banner Recognition</b></p> <p>Your logo will be included on a welcome banner that will be placed at the entrance of our annual Street Fair.</p>	-	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Street Fair Booth</b></p> <p>On Sat., Oct. 7, you will receive an 8x8 booth space reserved for our corporate sponsors. Although products cannot be sold, giveaways, promotions, and services can be offered.</p>	-	-	INCLUDED	INCLUDED	INCLUDED
<p><b>Hole Sponsor &amp; Check In Table Banner</b></p>	INCLUDED	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Golf Cart Signage</b></p>	-	INCLUDED	INCLUDED	INCLUDED	INCLUDED
<p><b>Closest to the Pin (4)</b></p>	-	-	INCLUDED	-	-
<p><b>Longest Putt</b></p>	-	-	-	INCLUDED	-
<p><b>Longest Drive</b></p>	-	-	-	INCLUDED	-
<p><b>Golf Balls</b></p>	-	-	-	-	INCLUDED



# PLATINUM RAVEN

\$5,000 (2 AVAILABLE)

# PRESENTING RAVEN

\$10,000 (2 AVAILABLE)

In addition to the benefits listed in the Gold Raven level, Platinum Ravens will be thanked in our Homecoming and Golf Outing promotional video and during virtual events. This video will be shared on social media and used for paid advertising to our 18,000+ Facebook followers. Platinum sponsorship also includes one team registration at the Homecoming Golf Outing.

The Presenting Raven package includes all sponsorship benefits listed in this packet, including recognition on Homecoming and Family Weekend and Golf Outing advertising, mentions at public and student events, sporting events, and mentions in a year's worth of alumni newsletters. In addition, presenting sponsorship includes logo placement on a promotional over-the-street banner in downtown Anderson for one month and one team registration at the Homecoming Golf Outing and lunch sponsor (banner and recognition).



HOMEcomings DRUM LINE



# THANK YOU

FOR CONSIDERING  
A HOMECOMING  
& FAMILY WEEKEND  
SPONSORSHIP!



## ANDERSON UNIVERSITY

Office of Alumni Relations

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