

We hope this correspondence finds you well. As the 50th Anniversary of Fairley High School swiftly approaches, we're encouraged by the many good things that triumph over the serious adversity. This momentous moment will help to both **celebrate and recalibrate a spirit of excellence at FHS**. FHS Alumni Association, Inc. in collaboration with Fairley High School are presenting a series of well-produced high-profile events to showcase FHS' valued legacy, inspire current students and comradery masterfully orchestrated for mega-good vibes!!!

We're reaching out counting on your financial participation, asking for your sponsorship. There is an impressive ROI opportunity (see package options below):

- Over the Feb – Oct 2020 Schedule of Events according to your selected package, your company can potentially receive impressions/visibility in the 6-figures.
- Package offerings range that may include marketing and promotional collaterals, VIP tickets, Wall of Wisdom Inductee, event booth space, event mentions, Commemorative booklet, impressions for social media outlets, website and other events.
- Impressions before a loyal base that will be glad to do business with a company that supports FHS, particularly during this season of great challenge.
- It is standard that Alum proceeds are raised to allocate direct to the students for enrichment programs, scholarships and request made by the school.

ALUMNI SPONSOR PROMOTIONS CAPACITY

This half-century Commemorative Celebration begins February 26th, then June 20th and concludes with a 3-Day Grand Finale. These events entail industry grade presentations featuring premier talent showcases, avidly loyal school pride, alumni with stellar local and national contributions, and spectacular pageantry. The esteemed year-long celebration thru multiple platforms will reach in excess of 20,000 – 25,000 Alumni, Faculty and Friends-of-Fairley. Average daily crowd flow estimates 1500 – 2500. ***Through our portfolio of marketing platforms and sustained visibility strategy, overall impressions can reach up to six figures.*** The alumnus provides a new loyal base for fellow alumni and other sponsors. Strategic black business promotion is in progress to advance these business relationships.

SPONSOR PRICING, POSITIONING & PERKS

\$10,500 – Bulldog Nation Event Title Sponsor (30% discount by 12/31/19)

\$12,000 – Bulldog Nation Event Title Sponsor (20% discount 1/1/2020 – 3/31/2020)

\$15,000 – Regular Rate (4/1/2020 – 7/31/2020)

1. Company sponsor/title logo included with all marketing/promotional collaterals
2. 10 VIP Seating to all paid events with 2 backstage passes per event
3. Wall of Wisdom Inductee (located @ FHS enclosed marquee across from the office)
4. Fairley Alumni Association "The Village Space" (formerly the library)
5. 1 Booth space @ the Sunday FairleyFest 2020
6. Back Cover ad in Commemorative Booklets
7. High Visibility at FaceBook Live Membership Drive June 2020 ft. Fairley Alumni Voices (FAV)
8. Verbal mentions throughout all events
9. Event time and year-round visibility on all social media outlets (scope 20,000 plus)
10. Reserved Parking for 3 vehicles
11. Web presence – Logo and Online Listing

Most current info can be found at www.fairleyhighalumni.com or email dltuck@rhinosnation.com

\$4,200 – Orange, Black & White Sponsor (with 40% discount after 12/31/19)

~~\$5,250~~ – **Orange, Black & White Sponsor** (with 25% discount after 12/31/19)

~~\$7,000~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. 8 VIP Seating to all paid events with 2 backstage passes per event
2. Front or Back cover inside page ad in event programs (first come first serve) *
3. Wall of Wisdom Inductee (located @ FHS enclosed marquee across from the office)
4. Fairley Alumni Association “The Alumni Hall” (formerly the library)
5. Company Name or Logo listed in Main Event Programs
6. High Visibility at FaceBook Live Membership Drive June 2020 ft. Fairley Alumni Voices (FAV)
7. 1 Booth space @ the Sunday FairleyFest 2020
8. Verbal Acknowledgment at events
9. Reserved Parking for 2 vehicles
10. Web presence – Logo and Online Listing

\$3,000 – Dog-House Sponsor (with 40% discount after 12/31/19)

~~\$3,750~~ – **Dog-House Sponsor** (with 25% discount after 12/31/19)

~~\$5,000~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. 6 VIP Reserved Seats (Boat Ride, Main Event)
2. One-half page ad in Commemorative Booklets
3. Company Name or Logo listed in Main Event Programs
4. Wall of Wisdom Inductee (located @ FHS enclosed marquee across from the office)
5. Fairley Alumni Association Hall (formerly the library)
6. Verbal acknowledgement at event
7. Website presence – Logo and Online Listing

\$1,500 – “3B” (Brilliant, Bold & Beautiful) Sponsor (with 40% discount after 12/31/19)

~~\$1,875~~ – **“3B” (Brilliant, Bold & Beautiful) Sponsor** (with 25% discount after 12/31/19)

~~\$2,500~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. 4 VIP Reserved Seats to Black Tie Main Event
2. Quarter page ad in Commemorative Booklets
3. Company Name or Logo listed in Main Event Programs
4. Wall of Wisdom Inductee (located @ FHS enclosed marquee across from the office)
5. Fairley Alumni Association Hall (formerly the library repurposed as community gathering space)
6. Web presence – Online Listing

\$3,500 – Main Event Major Sponsor (first come first serve, only 1 slot available)

\$4,000 – Main Event Major Sponsor (after 12/31/2019)

1. Company sponsor/title logo included on marketing/promotional collaterals @ Main Event
2. Quarter Page ad in the Commemorative Booklets
3. 8 VIP Reserved Seats @ Main Event (if this sponsor package is purchased)
4. 8 VIP Reserved Seats @ River Boat Cruise (if this sponsor package is purchased)
5. Reserved Parking for 2 vehicles @ Main Event*
6. Website Presence – Online Banner Ad

\$1000 – Official After Party Sponsor (first come first serve, only 2 slots available)

\$1300 – Official After Party Sponsor (after 12/31/2019)

1. 2 VIP Reserved Seats to Black Tie Main Event
2. Full Promotion as “Official After Party” Vendor via all marketing platforms (where agenda is listed)
3. Quarter Page ad in the Commemorative Booklets

\$600 – Big Dogs on the Porch Sponsor (with 40% discount after 12/31/19)

~~\$750~~ – **Big Dogs on the Porch Sponsor** (with 25% discount after 12/31/19)

~~\$1,000~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. 2 VIP Reserved Seats to Black Tie Main Event
2. Listing as supporter in the Commemorative Booklets
3. Company Name or Logo listed in Main Event Programs
4. Web presence – Online Listing

\$300 – Back to 4950 Fairley Rd. Sponsor (with 40% discount after 12/31/19)

~~\$375~~ – **Back to 4950 Fairley Rd. Sponsor** (with 25% discount after 12/31/19)

~~\$500~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. 2 Tickets for River Boat Cruise
2. Listing as supporter in the Commemorative Booklets
3. Web presence – Online Listing

\$120 – We Love Fairley High Sponsor (with 40% discount after 12/31/19)

~~\$150~~ – **We Love Fairley High Sponsor** (with 25% discount after 12/31/19)

~~\$200~~ – **Regular Rate** (4/1/2020 – 7/31/2020)

1. Alumni Patron Listing in the Commemorative Booklets
2. Website presence – Online Listing

YEAR ROUND CELEBRATIONS: 3 BIG EVENTS (Feb – Jun – Oct 2020)

- **NO. 1: February 26, 2020 @ FHS Auditorium 50TH KICK-OFF: Black History Tribute Wall of Wisdom Inductee Ceremony.** Approximately 50 inductees will be nominated (November 16 – December 31, 2019) and selected to receive honor with community leaders, family, faculty and students present. Go to website for current details www.fairleyhighalumni.com
- **NO. 2: June 20, 2019 @ FHS Annual Facebook Live Membership Drive** The depth and breathe of dynamic local, national and international talent will present “Fairley Alumni Voices (FAV)”, along with other genres of fresh artist showcased.
- **NO. 3: The Grand Finale October 2 – 4, 2020**
Friday, October 2, 2020 – Morning: FHS Site Classroom Visits. Evening Riverboat Cruise Private Party.
Saturday, October 3, 2020 Main Event @ Graceland Sound Stage Sunday, October 4, 2020 All Day @ FHS
10AM Worship Service in Auditorium, then 11:30AM Fairleyfest

Committed,



Anniece Robinson, President



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