The Spring 2016 semester is upon us but we are in full swing and in just a few short weeks George Mason University will be holding the 20th Annual Health and Wellness Expo- Fairfax Campus (formerly the Health and Fitness Expo). This health and fitness event serves over 3,000 members of the Mason community which includes professional staff, students, and community members. Our committee is currently in the planning stages for this event, and extending partnership opportunities to businesses and organizations that would benefit from having access to those attending.

The Health and Wellness Expo- Fairfax Campus will be held on Thursday, March 31st at the Johnson Center in Dewberry Hall from 10am to 3pm. The Expo will feature over 90 vendors, a cook off, promotional videos, a photo booth, health screenings, and plenty of interaction. The 2016 theme, Express Your Health, represents George Mason's pledge to innovation and Mason Recreation's vision to become a major player in collegiate recreation.

We have many sponsorship options and would love the opportunity to discuss these with you. We have included more details for your review. We appreciate your consideration in supporting the Health and Wellness Expo and helping to make this event a success for your business and the Mason Community.

Thank you,
Health and Wellness Expo- Fairfax Campus Planning Committee
Health and Wellness Expo • Partnership Levels of Support
George Mason University • Dewberry Hall • March 31, 2016

Patriot Sponsorship – Title Sponsor of the Health and Wellness Expo – Donation of $1,400 or more
Your sponsorship would be highlighted through:

- Recognition as Title Sponsor
- Opportunity to hang large banner(s) for the duration of Expo
- Prominent location of marketing materials at the Expo
  - Allow merchandise to be handed out (buttons, pens, small giveaways)
- 1-page ad in Program Passport Guide
- Prominent logo placement on all online media and social networking sites
- Prominent logo and name placement in programs and in brochures at event
- Prominent logo on items through recreation-backpacks, t-shirts, etc.
- Opportunity to set up a booth at the Expo if you do not have one
- Video ad running during event
- Verbal recognition during the Expo
- Framed appreciation certificate for sponsoring
- Double table space (Space permitting)
- Free parking
- Mason goodie bag for the sponsor
- Share the #4 weeks before the event
- Photo Booth Sponsor (for the first Title sponsor only)
- Cook-off --- named after sponsor (for the first Title sponsor only)

Gold Sponsorship – Donation of $700 to $1,399
Your sponsorship would be highlighted through:

- Recognition as Gold sponsor
- Recognition as the sponsor of vendor breakfast
- Opportunity to hang minor banner(s) for the duration of expo
- Prominent location of marketing materials at the Expo
  - Allow merchandise to be handed out (buttons, pens, small giveaways)
- ½-page ad in Program Guide
  - Ad in newsletter/promotional signage before the event for recognition
- Prominent logo placement on all online media and social networking sites
- Prominent logo and name placement in programs and in brochures at event
- Prominent logo on items through recreation-backpacks, t-shirts, etc.
- Verbal recognition during the Expo
- Opportunity to set up a booth at the Expo if you do not have one
- Video ad during event
- Framed appreciation certificate for sponsoring
- Double table space (space permitting)
- Free parking
- Mason goodie bag for the sponsor
- Share the #3 weeks before the event

Green Sponsorship – Donation of $350 to $699
Your sponsorship would be highlighted through:

- Recognition as Green sponsor
- ¼-page ad in Program Guide
- Prominent logo placement on all online media and social networking sites
- Verbal recognition during the conference
- Opportunity to set up a booth at the Expo if you do not have one
- Picture with the mascot
- Framed appreciation certificate for sponsoring
- Add link to sponsor’s website (if applicable) to our event page
- Free parking
- Share the # with you a week before the event

**Donation Sponsorship – Donation of items for giveaway or an amount of less than $350**

Your sponsorship would be highlighted through:

- Listing in program guide as a supporting sponsor
- Table and booth space at the Expo
- Opportunity to distribute information regarding products/services - pens, buttons, small giveaways
- Appreciation certificate for sponsoring

Checks should be made payable to: George Mason University

Please send payment to: Attn: Carol Filak
George Mason University
4400 University Drive – MS 2D3
Fairfax, VA 22030

_We believe in “Creating New Traditions” even when it comes to sponsorships, let’s work together to create a package that fits your company’s needs and budget._ For further information please contact Ethan Carter at ecarter8@gmu.edu or 703-993-3935