

Invite Text:

The Spring 2017 semester is upon us, and we are in full swing at George Mason University. Soon we will be hosting the **Health and Fitness Expo**. This health and fitness event serves over 2,000 **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 Fitness Expo will be held on Thursday, March 23 at the Johnson Center in Dewberry Hall from 10am to 3pm. The Expo will feature vendors, a cook off, promotional videos, a photo booth, health screenings, and plenty of interaction. The 2017 theme, **We All Fit Together**, represents our commitment to lifelong health for all in the Mason community.

We have many sponsorship options and would love the opportunity to discuss these with you. We have included more details for your review. If you would like to indicate your commitment to help, or have any questions, please feel free to contact us at fitness@gmu.edu.

We appreciate your consideration in supporting the Health and Fitness Expo and helping to make this event a success for your business and the Mason Community.

Thank you,
Health and Fitness Expo Planning Committee

**Health and Fitness Expo • Partnership Levels of Support
George Mason University • Dewberry Hall • March 23, 2017**

Patriot Sponsorship – Title Sponsor of the Health and Fitness Expo – Donation of \$1,400 or more

Your sponsorship would be highlighted through:

- Recognition as Title Sponsor
- Opportunity to hang a large banner 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.
- Video ad running during event (60 sec)
- Verbal recognition during the Expo
- Framed appreciation certificate for sponsoring
- Double table space (Space permitting)
- Free parking
- Mason goodie bag for the sponsor
- Photo Booth Sponsor (first come first serve or highest bidder)
- Cook-off --- named after sponsor (first come/first serve or highest bidder)

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
- 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
- Verbal recognition during the Expo
- Opportunity to set up a booth at the Expo if you do not have one
- Video ad during event (30 sec)
- Framed appreciation certificate for sponsoring
- Double table space (space permitting)
- Free parking
- Mason goodie bag for the sponsor
- Photo Booth Sponsor (first come first serve or highest bidder)
- Cook-off --- named after sponsor (first come/first serve or highest bidder)

Green Sponsorship – Donation of \$350 to \$699

Your sponsorship would be highlighted through:

- Recognition as Green sponsor
- ¼ -page ad in Program Guide
- Verbal recognition during the conference
- Opportunity to set up a booth at the Expo if you do not have one
- Framed appreciation certificate for sponsoring
- Add link to sponsor's website (if applicable) to our event page

- Free parking
- Photo Booth Sponsor (first come first serve or highest bidder)
- Cook-off --- named after sponsor (first come/first serve or highest bidder)

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

The number of exhibitors will be limited due to space restrictions. Booths will be awarded on a first come, first serve basis. The registration deadline is 3/13/2017. ***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 fitness@gmu.edu or 703-993-9807