

Hello Vendors,

The Spring 2019 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 1,000 **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 28 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.

We have many sponsorship options. We have included more details for your review below. If you would like to indicate your commitment to help, or have any questions, please feel free to contact us at [fitness@gmu.edu](mailto: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 28, 2019**

**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
- Added as a location for the snapchat scavenger hunt giveaway
- Added as a passport destination for the event t-shirt
- 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)
- 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 the event t-shirt
- Video ad running during event (60 sec)- vendor is responsible for providing the video in the appropriate format
- Verbal recognition during the Expo
- Framed appreciation certificate for sponsoring
- Double table space (space permitting)
- Free parking
- Mason goodie bag for the sponsor

**Gold Sponsorship** – Donation of \$700 to \$1,399

Your sponsorship would be highlighted through:

- Recognition as Gold Sponsor
- Added as a location for the snapchat scavenger hunt giveaway
- Recognition as the sponsor of the vendor breakfast
- Prominent location of marketing materials at the Expo
  - Allow merchandise to be handed out (buttons, pens, small giveaways)
- 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)- vendor is responsible for providing the video in the appropriate format.
- Framed appreciation certificate for sponsoring
- Double table space (space permitting)
- Free parking
- Mason goodie bag for the sponsor

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

Your sponsorship would be highlighted through:

- Recognition as Green Sponsor
- Cook-off Sponsor
- Verbal recognition during the Expo
- Opportunity to set up a booth at the Expo if you do not have one
- Appreciation certificate for sponsoring
- Add link to sponsor's website (if applicable) to our event page
- Free parking

**Donation Sponsorship** – Donation of items for giveaway or an amount of \$50 to \$350

Your sponsorship would be highlighted through:

- 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 vendors will be limited due to space restrictions. Booths will be awarded on a first come, first serve basis. The registration deadline is 2/18/2019. ***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](mailto:fitness@gmu.edu) or 703-993-9807