

**Health and Fitness Expo • Partnership Levels of Support
George Mason University • Dewberry Hall • March 26, 2020**

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 social media 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 \$349

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 Foundation
Please include in the Memo, "Health and Fitness Expo"

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 March 1, 2020. ***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 hfe@gmu.edu.