

Alabama State University
Homecoming 2011
87th Annual Turkey Day Classic

Turkey Day Classic Game Title Sponsor-\$25,000 (Limit: 1)

- ❖ Naming rights to the game
- ❖ National television exposure on ESPN-U
- ❖ Name incorporated into Turkey Day Classic logo
- ❖ Company logo printed on MVP trophy
- ❖ Four (4) stadium banners (provided by sponsor)
- ❖ One (1) team autographed football
- ❖ Inclusion in all marketing
- ❖ Company logo included on all e-mail blasts, game-related promotional items, the TDC Website with a link to your company's website, and the largest logo placement on the main event banner
- ❖ Two (2) full page, full color ads to appear on the inside front and outside back cover of the official *Turkey Day Game Day Program*
- ❖ One (1) full page, full color ad to appear in *ASU Today*, the award-winning alumni magazine that is distributed to more than 30,000 households and businesses
- ❖ Participation of company representatives in coin toss and trophy presentation
- ❖ Pre-and post-game sideline access for up to four (4) company representatives
- ❖ Reserved parking at stadium for up to four (4) vehicles
- ❖ Table provided for promotional items at *Alumni Pep Rally & Block Party*, and outside the stadium on game day
- ❖ Sponsor to appear on TDC Parade Theme Float
- ❖ Four (4) sponsor mentions during the game (One mention per quarter; Script to be provided by the sponsor and approved by ASU)
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Fifty (50) complimentary reserved game tickets
- ❖ Up to ten (10) VIP seats and reserved parking at the *TDC Homecoming Concert*, plus VIP access passes to the *TDC Homecoming Concert After-Party*
- ❖ One (1) commemorative DVD of the game
- ❖ Invitations and VIP access to all TDC events and receptions

For more information, contact The Office of Development at (334) 229-4431 or asudevelopment@alasu.edu

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Turkey Day Classic Supporting Sponsor- \$10,000 (Limit: 1)

- ❖ Company will be recognized as the **Supporting Sponsor** of the *87th Annual Turkey Day Classic*
- ❖ National television exposure on ESPN-U
- ❖ Two (2) stadium banners (provided by sponsor)
- ❖ Company name or logo will be included in all marketing
- ❖ Company name or logo will be included on all e-mail blasts, the TDC Website (includes a link to sponsor website), and the main event banner (logo runs second largest)
- ❖ Pre- and post-game sideline access for up to two (2) company representatives
- ❖ Reserved parking at stadium for up to two (2) company vehicles
- ❖ One (1) team autographed football
- ❖ Table provided for promotional activities at the *Alumni Pep Rally & Block Party* and outside the stadium on game day
- ❖ Up to two (1) fee waivers for entry of two (1) vehicles in the TDC Parade
- ❖ Two (2) sponsor mentions during the game (One mention per half; Script to be provided by the sponsor)
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Twenty-five (25) complimentary reserved game tickets
- ❖ Up to six (6) VIP seats and reserved parking at the *Homecoming Concert*; plus VIP access passes to the *Homecoming Concert After-Party*
- ❖ One (1) commemorative DVD of the game
- ❖ Inside back cover of game program plus one additional full-page, full-color ad inside of the official *Turkey Day Classic Game Day Program*
- ❖ Invitations and VIP access to all TDC events and receptions

Homecoming Concert Title Sponsor-\$10,000 (Limit: 1)

- ❖ Company will be recognized as the official **Homecoming Concert Title Sponsor**
- ❖ Logo will be included on stage signage
- ❖ Four (4) sponsor mentions made by concert host
- ❖ Two (2) VIP tables (floor seating) and reserved parking for ten (10) vehicles
- ❖ Twenty (2) complimentary admission tickets to the Homecoming Concert Title Sponsor
- ❖ One (1) sponsor-provided giveaway between acts
- ❖ One (1) half-page, full-color ad in the official *Turkey Day Classic Game Day Program*
- ❖ One (1) full-page, full color ad to appear in *ASU Today*, the award winning alumni magazine with a circulation of more than 30,000 households and businesses
- ❖ Twenty (20) VIP access passes to *Homecoming Concert After-Party*
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Ten (10) complimentary reserved game tickets
- ❖ Company name or logo included in homecoming concert marketing
- ❖ Logo included on all concert print advertising
- ❖ Logo and company name featured on TDC website (includes a link to sponsor website)

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SGA Homecoming Week Title Sponsor- \$7,500 (limit 1)

- ❖ Company will be recognized as the SGA Homecoming Week Title Sponsor
- ❖ Signage with company name and logo (provided by sponsor) at all seated events
- ❖ One (1) company representative will have the option of addressing participants at the events of your choice
- ❖ Four (4) sponsor mentions made by the host at the Collegiate Homecoming Concert and Greek Step Show
- ❖ Six (6) complimentary reserved tickets at the Collegiate Homecoming Concert and Greek Step Show
- ❖ Reserved parking for six (6) vehicles at the Collegiate Homecoming Concert and Greek Step Show
- ❖ One (1) half-package ad in the official Turkey Day Classic Game Day Program
- ❖ One (1) full-page ad in the Hornet Tribune, ASU's student newspaper
- ❖ One (1) fee waiver for admission of one (1) entry in the TDC Parade
- ❖ Company name or logo included in SGA Homecoming Week marketing
- ❖ Logo and company name featured on the TDC website (includes a link to sponsor website)
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Six (6) complimentary reserved TDC game tickets
- ❖ Invitations to all TDC events and VIP access to receptions

Alumni Pep-Rally & Block Party Title Sponsor- \$7,500 (limit 1)

- ❖ Company will be recognized as the Alumni Pep-Rally &Block Party Title Sponsor
- ❖ Company Logo featured on the TDC website (includes a link to sponsor website)
- ❖ Company logo will be included on one (1) promotional item distributed to attendees
- ❖ One (1) fee waiver for admission of one (1) entry in the TDC Parade
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Six (6) complimentary reserved game tickets for the 87th TDC
- ❖ Reserved parking at the TDC game for up to four (4) vehicles
- ❖ Table available for sponsor- provided, promotional items at Alumni Block Party & Tailgate party
- ❖ Six (6) VIP seats at the TDC Homecoming Concert and reserved parking
- ❖ One (1) half-package, full-color ad in the official Turkey Day Classic Game Day Program
- ❖ Invitations to all TDC events and VIP access to receptions

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Homecoming Concert Supporting Sponsor-\$5,000

- ❖ Company will be recognized as a **Homecoming Concert Supporting Sponsor**
- ❖ One (1) VIP table (floor-seating) and reserved parking for five (5) vehicles
- ❖ Ten (10) complimentary admission tickets
- ❖ Two (2) sponsor mentions made by concert host
- ❖ One (1) half-page, full-color ad to appear in the official *Turkey Day Classic Game Day Program*
- ❖ Company name or logo included in homecoming concert marketing
- ❖ Logo and company name featured on TDC website (includes a link to sponsor website)
- ❖ Ten (10) VIP access passes to the official *Homecoming Concert After-Party*

Hornet Halftime Sponsor- \$5,000 (Limit: 1)

- ❖ Company will be recognized as the official sponsor of the **Hornet Halftime Show**
- ❖ National television exposure on ESPN-U
- ❖ Inclusion in all marketing
- ❖ Company name or logo will be included on all e-mail blasts and the TDC Website (includes a link to sponsor website)
- ❖ One (1) half-page ad in the game program
- ❖ Pre- and post-game sideline access for one (1) company representative
- ❖ Reserved parking at stadium for up to two (2) vehicles
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Ten (10) complimentary reserved game tickets
- ❖ One (1) commemorative DVD of the game
- ❖ Invitations and VIP access to all TDC events and receptions

Gospel Concert Title Sponsor-\$5,000 (Limit: 1)

- ❖ Company will be recognized as the **TDC Gospel Concert Title Sponsor**
- ❖ Logo will be included on stage signage
- ❖ One (1) company representative has the option of appearing on stage to welcome attendees
- ❖ Four (4) sponsor mentions made by concert host
- ❖ Twenty (20) VIP gospel concert tickets with reserved parking for ten (10) vehicles
- ❖ Ten (10) complimentary general admission tickets to the Homecoming Gospel Concert
- ❖ One (1) sponsor giveaway between acts
- ❖ One (1) half-page, full-color ad to appear in the official *Turkey Day Classic Game Day Program*
- ❖ Company name or logo included in homecoming gospel concert marketing
- ❖ Logo included on all gospel concert print advertising
- ❖ Logo and company name featured on TDC website (includes a link to sponsor website)

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Pacesetter Sponsor- \$5,000

- ❖ Company will be recognized as a ***Pacesetter Sponsor of the TDC Business and Community Breakfast***
- ❖ Company logo placed on breakfast event signage, program and invitations
- ❖ Logo and marketing copy (provided by sponsor) placed on TDC website (includes link to sponsor website)
- ❖ An opportunity to address a captive audience of community and business leaders attending the event (2 minute limit)
- ❖ Sponsorship is acknowledged twice via email prior to the breakfast and once after the breakfast as a part of the “thank you” message to breakfast participants
- ❖ Ten (10) reserved seats for company representatives
- ❖ Two (2) VIP Tickets in President’s Suite with two VIP Parking Passes
- ❖ Two (2) complimentary reserved game tickets for the *87th Annual Turkey Day Classic*
- ❖ Advertising materials placed at every place setting (provided by sponsor)
- ❖ One (1) company representative sits at the head table and is introduced to the breakfast participants
- ❖ Sponsor may provide one (1) item to be given away as a door prize

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SGA Homecoming Week Supporting Sponsor- \$3,500

- ❖ Company will be featured as a SGA Homecoming Week Supporting Sponsor
- ❖ Signage with company name and logo at two (2) seated events
- ❖ Two (2) sponsor mentions made by host at the Collegiate Homecoming Concert and Greek Step Show
- ❖ Four (4) complimentary reserved tickets at the Collegiate Homecoming Concert and Greek Step Show
- ❖ Reserved parking for two (2) vehicles at the Collegiate Homecoming Concert and Greek Step Show
- ❖ One (1) half-package ad in the official Turkey Day Classic Game Day Program
- ❖ One (1) fee waiver for admission of one (1) entry in the TDC Parade
- ❖ Company name or logo included in SGA Homecoming Week marketing
- ❖ Logo and company name featured on the TDC website (includes a link to sponsor website)
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Four (4) complimentary reserved TDC game tickets
- ❖ Invitations to all TDC events and VIP access to receptions

Hornet Fireworks Sponsor- \$3,500

- ❖ Company Logo featured on the TDC website (includes a link to sponsor website)
- ❖ Company logo will be included on one (1) promotional item distributed to attendees
- ❖ One (1) fee waiver for admission of one (1) entry in the TDC Parade
- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Four (4) complimentary reserved game tickets for the 87th TDC
- ❖ Table available for sponsor- provided, promotional items at Alumni Pep-Rally & Block Party
- ❖ Four (4) VIP seats at the TDC Homecoming Concert

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Game Ball Sponsor-\$2,500 (Limit: 1)

- ❖ Company name or logo will be printed on a Hornet football used during the *87th Annual Turkey Day Classic*
- ❖ Company name will be listed in the official *Turkey Day Classic Game Day Program* as a **Game Ball Sponsor**

Note: Your company's football will be used at some point during the first or second half, but not necessarily for the whole length of play

- ❖ Two (2) VIP Tickets in President's Suite with two VIP Parking Passes
- ❖ Two (2) complimentary reserved game tickets
- ❖ Sponsors will receive their company's football at the end of the game

Homecoming Concert After-Party Sponsor- \$2,500

- ❖ Company will be recognized as a ***Homecoming Concert After-Party Sponsor***
- ❖ Four (4) complimentary concert VIP tickets
- ❖ Company name or logo included in homecoming concert marketing
- ❖ Logo included on all concert print advertising
- ❖ Logo and company name featured on TDC website (includes a link to sponsor website)
- ❖ Four (4) VIP access passes to *Homecoming Concert After-Party*

Gospel Concert Supporting Sponsor-\$2,500

- ❖ Company will be recognized as a ***TDC Gospel Concert Supporting Sponsor***
- ❖ Two (2) sponsor mentions made by concert host
- ❖ Ten (10) VIP gospel concert seats with reserved parking
- ❖ Company name will be included in the official *Turkey Day Classic Game Day Program*
- ❖ Company name or logo included in homecoming gospel concert marketing
- ❖ Logo included on all gospel concert print advertising
- ❖ Logo and company name featured on TDC website (includes a link to sponsor website)

Young Professionals Martini Social Sponsor- \$2,500

- ❖ Company will be featured and introduced as the host sponsor of the Young Professional Martini Social
- ❖ Company Logo featured on the TDC website (includes a link to sponsor website)
- ❖ Company logo will be included on one (1) promotional item distributed to attendees
- ❖ Table available for sponsor- provided, promotional items at Alumni Pep-Rally & Block Party
- ❖ Two (2) VIP seats at the TDC Homecoming Concert

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Official Turkey Day Classic Hotel Key Card- \$2,500

- ❖ Company name and/or logo will included on the hotel key card for guests staying at the official 87th Annual Turkey Day Classic host hotel
- ❖ Up to three (3) promotional items and/or marketing materials will be included in the TDC welcome package provided in guest rooms
- ❖ One (1) half-page, full-color ad will be placed in the official TDC game book

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Hornet Walk Sponsor- \$1,500

- ❖ One (1) company representative will have an opportunity to walk with the players and coaches, while passing out promotional items as the Hornets get fired up before the big game. Company representatives are welcome to wear company shirts and/or paraphernalia or bring a mascot
- ❖ One (1) company representative will have an opportunity to visit the locker room and meet the players and coaches prior to the start of the game
- ❖ One (1) fee waiver for admission of one (1) entry in the *TDC Parade*

Executive Sponsor- \$1,500

- ❖ Company will be recognized as an ***Executive Sponsor of the TDC Business and Community Breakfast***
- ❖ Marketing copy (provided by sponsor) will be placed on TDC website (includes a link to sponsor website)
- ❖ Sponsorship is acknowledged twice via email prior to the breakfast and once after the breakfast as a part of the “thank you” message to breakfast participants
- ❖ Two (2) reserved seats for company representatives
- ❖ Advertising materials placed at every place setting (provided by sponsor)
- ❖ Sponsor may provide one (1) item to be given away as a door prize

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Greek Challenge Sponsor- \$500

- ❖ Chapter will be recognized as a SGA Homecoming Week Greek Challenge Sponsor at the Greek Step Show
- ❖ Chapter will be listed on a special section of the official Turkey Day Classic Day Program
- ❖ One (1) fee waiver for admission of one (1) entry in the TDC Parade
- ❖ Each Participating Chapter will receive one (1) honorable mention at the Collegiate Homecoming Concert and Step Show
- ❖ Ten (10) complimentary reserved tickets to the Greek Step Show, which can be used in a drawing for Chapter members
- ❖ The Chapter's name and affiliated Greek organization will be included on the official TDC website

Alumni Chapter Challenge Breakfast Sponsor- \$500

- ❖ The name and/or logo of your Alumni Chapter will be featured on event program and placed on the Turkey Day Classic website (includes a link to your Chapter's website)
- ❖ Inclusion on Alumni Challenge Breakfast event signage
- ❖ Sponsor table outside ballroom
- ❖ Chapter may provide one (1) item to be given away as a door prize
- ❖ One representative from each Alumni Chapter will have an opportunity to be introduced and address breakfast attendees

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