



## Sponsorship Levels Homecoming 2011 (October 22<sup>nd</sup> )

- **Hokie Stone, \$2500 (reaching 65,000+ people)**
  - Announcement of company at various events throughout the week
  - Logo on Homecoming shirt
  - Will display supplied banner at parade (3,000 people)
  - Will display supplied banner at comedy show (2,000 people)
  - Will display supplied banner at concert (2,000 people)
  - Collegiate Times ads (3 ads, circulation 15,000 people)
  - Logo on poster (1,000 16x20 full color posters)
  - Logo on Promotional Items (footballs, cups, etc...) (1,250+ each)
  - Logo on campus flyers (250 flyers)
  
- **Hokie Bird, \$1500 (reaching 25,000+ people)**
  - Logo on poster (1,000 16x20 full color posters)
  - Will display supplied banner at parade (3,000 people)
  - Will display supplied banner at comedy show (2,000 people)
  - Will display supplied banner at concert (2,000 people)
  - Logo on Promotional Items (footballs, cups, etc...) (1,000+ each)
  
- **Lane Stadium, \$1000 (reaching 5,000+ people)**
  - Will display sponsor supplied banner at parade (3,000 people)
  - OR will display sponsor supplied banner at comedy show (2,000 people)
  - OR will display sponsor supplied banner at concert (2,000 people)
  - Logo on Promotional Items (footballs, cups, etc...) (750+ each)
  
- **Chicago Maroon, \$500 (reaching 1,000+ people)**
  - Logo on campus flyers & surrounding areas (250 flyers)
  - Logo on Promotional Items (footballs, cups, etc...) (500+ each)
  
- **Burnt Orange, \$250 (reaching 500+ people)**
  - Logo on campus flyers & surrounding areas
  
- **White, Donation in Kind, up to \$250**
  - Logo on campus flyers to be distributed in Resident Halls only

## **Approvals:**

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Sponsor (Company) Name

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Address

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Phone

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Sponsor Representative

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Date

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Homecoming Representative

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Date

Checks should be made payable to “Treasurer of Virginia Tech” with “Homecoming” noted in the memo section. Please send all donations by July 1, 2011 to the following address:

Monica Hunter, Interim Director of Student Activities  
Department of Student Activities  
Virginia Tech  
319 Squires Student Center (0138)  
Blacksburg, VA 24061

If you have questions, please contact Monica Hunter at 540-231-1223 or by email at [monicah@vt.edu](mailto:monicah@vt.edu)