

Friday, August 26, 2011

Welcome to the Hokie Neighborhood!

GOBBLERFEST



Gobblerfest Sponsorship Packages

Gobblerfest is a large, high-energy festival held in and around Squires Student Center featuring a business displays, VT-Engage volunteer fair, student organization showcase, entertainment, games, Class of 2012 concert and pep rally, and more. Anticipated attendance is 20,000 people.

Gobblerfest is held at the beginning of fall semester [Friday, August 26] and introduces university and community resources to students and help them acclimate to Virginia Tech. By sponsoring Gobblerfest, you not only introduce your business to a whole new class of incoming students, but contribute to their successful college experience by providing a positive place where students and their families can engage with their new community.

The Division of Student Affairs (DSA) is committed to building a holistic educational experience for Virginia Tech Students. The programs and services sponsored by these 15 departments support learning, development, and student achievement in almost every aspect of life outside the classroom.

Maroon Package, \$5000 (5 Available)

Includes sponsorship of:

Henderson Lawn Stage and Gobblerfest main headliner entertainer

Prime booth placement on College Avenue in front of Main Stage.

Deliverables:

Print

- Logo on main banner in Squires Student Center
- Logo on all event posters, fliers, and table cards
- Listing in press release for event
- Logo on event banner at main stage

Internet

- Internet logos and links to sponsor website or social media on Gobblerfest website

Signage

- Logo on all directional signs placed throughout the footprint of the event
- Logo/listing on event banner by the title sponsored area
- Logo/listing on event maps/programs for Gobblerfest
- 2 LED sign advertising, running throughout event

Sampling

- Table at sponsored area to sample, distribute coupons, and interact with campus community (includes parking pass)

Public Announcement

- Mention on stage prior to events at Gobblerfest

Financing options available: Payment can be broken up into three equal payments throughout the fall semester (full payment due November 1, 2011)

Orange Package, \$2500 (5 Available)

Package pricing covers cost of one of the events below:

- GLC Stage on Library Plaza

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Deliverables:

Print/ Internet

- Logo on all event posters, fliers, and table cards, Internet logos and links to sponsor website or social media on Gobblerfest website
- Listing in press release for event

Signage

- Logo/listing on event banner by the sponsored area
- Logo/listing on event maps/programs for Gobblerfest.
- 2 LED sign advertising, running throughout event.

Sampling

- Table at sponsored area to sample, distribute coupons, and interact with campus community (includes parking pass)

Gobbler Package, \$1000 (12 Available)

Deliverables:

Print/ Internet

- Listing on all event posters, Internet logos and links to sponsor website or social media on Gobblerfest website.

Signage

- Listing on event maps/programs for Gobblerfest.
- 2 LED sign advertising, running throughout event.

Sampling

- Table at sponsored area to sample, distribute coupons, and interact with campus community (includes parking pass)

In-Kind Trade Needs for Gobblerfest:

- Forklift = \$422 (x2)
- Volunteer t-shirts = \$900
- Volunteer food (breakfast and/or lunch) = \$150-250
- Tents = \$215 (x2)
- Trash Receptacles = \$220
- BT Bus Ads = \$840
- Midnight Meal = \$2,500

Basic Registration, \$100

- 12 X 12 sponsor table/booth, to give out business information and connect with people attending the event.
- First come first serve. If you register early, you have a better chance at getting a booth in high traffic areas.

To secure a sponsorship for Gobblerfest, contact:

Sandy Broughton: (540) 231-3467, FAX: (540) 231-5430, siemens@vt.edu

Kimberle Badinelli: (540) 231-5258, FAX: (540) 231-9083, badinell@vt.edu

Jake Badinelli: (540) 557-7642, FAX: (540) 231-9083, jbadinel@vt.edu