



Roanoke Valley Hokie Club 2008-2009 Event Sponsorship

**Your opportunity to advertise
and support the Hokies at the same time!!**

When Are the Sponsorship Opportunities?

- **APRIL 2008 – Orange & Maroon Golf Tournament** – Over 140 golf participants, with over 200 program attendees. Sponsors play golf with VT coaches and special guests. Dinner and silent auction follow the tournament.
- **August-November 2008 – Fall Football Luncheons** – Sponsor the entire luncheon series or a single luncheon. We expect over 200 attendees at each lunch, at Hidden Valley Country Club.
- **December 2008 – Pre-Bowl Lunch or Dinner** – Opportunity to reach enthusiastic Hokies, including a major Virginia Tech speaker.
- **February 2009 – Recruit Night Dinner** – A fun event to review videotape and accomplishments of our newest football recruits.

What Do You Get As a Sponsor?

- You receive **special seating** and, where possible, with a Virginia Tech invited guest.
- You receive **special recognition** during the program presentation.
- You demonstrate that **your business goes the extra mile** to support the Hokies.
- You receive advertising on:
 - the **Roanoke Valley Hokie Club event banner**, near the speaker's podium.
 - the **brochure announcing the event** (approximately 1,600 flyers are mailed).
 - our Chapter's website, **RoanokeValleyHokieClub.com**. We offer a link to your website from ours.

How Do You Learn More About Sponsorship?

- Review the details on the next page for sponsorship of a single, several, or the full season of our Chapter events.
- Contact one of our officers to confirm your sponsorship:

○ Brian Wilson	President	774-1375
○ Suzi Summerlin	Vice President, Events	342-0730
○ Dennie & Sherrie Denison	Vice Presidents, Fund Raising	389-6984



Roanoke Valley Hokie Club

2007-2008 Sponsorship Opportunities

Sponsorship Levels for Events

- **April 2008 – Orange & Maroon Golf Tournament**
 - Major Tournament Event Sponsorship – Contact our 2007 tournament coordinator, Willard Flora at 562-2321.
 - Corporate Sponsorship – Gold Level - \$800, includes golf foursome and 4 dinners
 - Hole Sponsorship, Silver Level - \$425, includes golf and dinner for two
 - Hole Sponsorship, Bronze Level - \$225, includes golf and dinner for one
- **August-November 2008 – Fall Football Luncheons**
 - Lunch Series Sponsorship – Gold Level - \$1200, includes 2 lunches at each luncheon.
 - Single Luncheon, Silver Level - \$350, includes 4 lunches
 - Single Luncheon, Bronze Level - \$250, includes 2 lunches
- **December 2008 – Pre-Bowl Lunch or Dinner**
 - Event Sponsorship, Silver Level - \$475, includes 4 meals
 - Event Sponsorship, Bronze Level - \$375, includes 2 meals
- **February 2009 – Recruit Night Dinner**
 - Event Sponsorship, Silver Level - \$475, includes 4 dinners
 - Event Sponsorship, Bronze Level - \$375, includes 2 dinners

Select Full-Season Sponsorship for a Discount

- Sponsor all events, including all luncheons, for the season and receive a **20% discount** on your total.
- In the unexpected occurrence where there is no bowl event, your total sponsorship commitment will be reduced accordingly.
- We ask that you provide proportional sponsorship payments to us before each event. One of our Chapter officers will work out these details with you, in writing, when you have made your sponsorship selections.

Specific Details About Sponsorships

- Silver and Bronze Level sponsorships were created to accommodate additional sponsor guests. We are asking a small premium over the single-meal cost to account for reserved seating with our special Virginia Tech guests. If additional seating is anticipated beyond these levels, please make reservations by way of the event registration forms, and communicate the number of additional individuals to Suzi Summerlin, Events Vice President before the reservation deadline. We cannot guarantee special reserved seating for these individuals, but will attempt to accommodate them when reserved seating space is available.
- We will make every effort to accommodate each of our sponsors with reserved seating with our invited Virginia Tech guests. At times, the combination of numerous event sponsors and a limited number of Virginia Tech guests precludes each sponsor from full seating with an invited guest. In these situations, we will strive to achieve the best possible seating situation, with priority given to our full-season sponsors. All sponsors receive specific, reserved seating at tables closest to the speaker's podium.
- Some luncheon-series sponsors request the ability to distribute their business literature on the luncheon tables. We ask that this practice be limited to a single luncheon that and it be coordinated with Suzi Summerlin, Events Vice President. Similarly, a sponsor's table of merchandise or literature may be possible, depending on space available and circumstances, and must be coordinated with Suzi. See pages 5 and 6 for additional information.
- Roanoke Valley Hokie Club is the largest chapter in the Hokie Nation, with over 1600 member families. With Virginia Tech's participation in the exciting Atlantic Coast Conference, expect sellouts or near-sellouts of all our events.
- Each event announcement is printed about 1 month before the event. Your event sponsorship commitment is needed before the printing to be included in the flyer.
- Roanoke Valley Hokie Club is a 501C3 organization. Contact your financial advisor regarding tax advantages and implications of your sponsorship.



Roanoke Valley Hokie Club

2008-2009 Sponsorship Worksheet

		Sponsorship Amount	Your Amount
April 2008 – Orange & Maroon Golf Tournament			
	Tournament Event Sponsorship	Contact Willard Flora for 2007	
4 golf / 4 meals	Corporate Sponsorship – Gold Level	\$800	
2 golf / 2 meals	Hole Sponsorship – Silver Level	\$425	
1 golf / 1 meal	Hole Sponsorship – Bronze Level	\$225	
September-November 2008 – Fall Football Luncheons			
2 meals per lunch	All-Lunch Series – Gold Level	\$1200	
4 meals	Single Luncheon – Silver Level	\$350	
2 meals	Single Luncheon – Bronze Level	\$250	
December 2008 – Pre-Bowl Luncheon or Dinner			
4 meals	Event Sponsorship – Silver Level	\$475	
2 meals	Event Sponsorship – Bronze Level	\$375	
February 2009 – Recruit Night Dinner			
4 meals	Event Sponsorship – Silver Level	\$475	
2 meals	Event Sponsorship – Bronze Level	\$375	
		Your Subtotal	
Full-Season Sponsorship – 20% Discount		20% discount	
Sponsor Luncheon Series and 4 subsequent events.			
		Your TOTAL	

To arrange sponsorship for your business, contact any of the following:

Brian Wilson	President	774-1375
Suzi Summerlin	Vice President, Events	342-0730
Dennie & Sherrie Denison	Vice Presidents, Fund Raising	389-6984

To arrange 2007 Orange & Maroon Golf Tournament sponsorship, contact:

Willard Flora	Orange & Maroon Coordinator	562-2321
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Information for 2008 Lunch Sponsors and Vendors

Part A. Information for Season Lunch Sponsors (\$1,200)

Meals – includes two per lunch. Due to quantity of sponsors you might not be seated with a guest from Virginia Tech. If you have purchased additional meals, reserved seating might not be available with a guest from Virginia Tech. You will have reserved seating, however, and every effort will be made to be seated with a VT guest.

Recognition – Your name will be announced at each lunch and signage on a banner or board will be provided.

Literature – You may distribute literature on chairs or at place settings at one lunch during the season. The lunch will be selected prior to the event to prevent overlapping with another sponsor (due to the number of sponsors and the number of lunches, there could be some overlap).

Website – You will receive recognition on our website. This benefit is for season lunch sponsors only, and does not apply to individual lunch sponsors or individual lunch vendors.

Flyer – If commitment is made in time, your name will appear on our flyer. This benefit is for season lunch sponsors only, and does not apply to individual lunch sponsors or individual lunch vendors.

Part B. Information for Individual Lunch Sponsors (\$250 or \$350)

Meals - \$250 includes 2 meals. \$350 includes 4 meals. Includes reserved seating in prime area.

Recognition – Your name will be announced at the lunch (no signage available).

Literature – You may place literature at a designated place near the check-in area, but not on individual chairs nor at place settings.

Website and Flyer – This is reserved only for our Season Lunch Sponsors.



Information for 2008 Lunch Sponsors and Vendors

Part C. Information for Lunch Vendors (\$350)

Meals – Please help yourself to lunch for two at no charge. Due to limited space and reserved seating, it may be necessary that your meals be taken to your display table.

Recognition – You will be recognized at the podium and guests will be encouraged to visit your table.

Literature and Merchandise – You will be provided one 8-foot table. Due to limited space, your table could be either near the food service area or at the entrance. This decision will be made as to location based upon the country club's placement of food and other possible restrictions. Only Virginia Tech-related merchandise can be sold. We ask that selling not take place during our announcements and program. No advertising or merchandise should be placed on the chairs or place settings, as this is reserved for our season lunch sponsors.

Signage – should be limited to your table or free-standing, as the country club may have restrictions on wall mounting. There will be only one vendor per lunch with the possible exception of Hokie Club fund raising activities.

Website and Flyer – This is reserved for our Season Lunch Sponsors.

**To all our sponsors and vendors,
we appreciate your support and... GO HOKIES!!**

For more information, contact:

Brian Wilson	774-1375
Suzi Summerlin	342-0730
Dennie & Sherrie Denison	389-6984