



# BOLD & GOLD WEEKEND SPONSORSHIP OPPORTUNITIES

Baldwin Wallace University has many experiences that tie current students to the generations of alumni who came before - experiences that many will remember for the rest of their life. One of those unique traditions is **Bold & Gold Weekend**, combining Homecoming and Parent & Family Weekend into one unique, fun and spirit-filled event. The weekend-long festival includes a parade, reunions, musical events, food, the crowning of Jacket Royalty, and Yellow Jacket Football attracting more than 2,500 guests throughout the weekend!

## SPONSORSHIP LEVELS

### **Bold & Gold Weekend Presenting Sponsor: \$100,000**

- Naming of the full weekend of events - Bold & Gold Weekend, *sponsored By Partner Name*
- Signage and logo placement on all event signage throughout the weekend
- Logo and name placement on digital communications including event webpage, social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance at any/all weekend events
- Opportunity to feature partner with float/car in the Homecoming Parade
- Recognition from emcee during the Light up the Night Light Show, Homecoming Parade, Festival Lunch and Homecoming Football Game
- Opportunity for logo placement or commercial (provided by partner) on the scoreboard before the Light up the Night Light Show and during Homecoming Football Game
- Full season logo placement and/or commercial (provided by partner) on the scoreboard during all home football games
- Logo placement in the Light up the Night Light Show
- Opportunity for a representative to make brief remarks from the BW Family Stage during the Festival Lunch
- Complimentary VIP field passes for up to four people during the Homecoming Football Game
- Complimentary admission for up to eight people to all Bold & Gold Weekend activities
- Any and all other benefits offered to every sponsorship level

### **Light Up the Night Light Show: \$25,000**

- Naming of the Light Up the Night Light Show, sponsored By Partner Name
- Signage and logo placement at the entrance of George Finnie Stadium, the location of the guest experience during the light show
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature partner with in-person table/booth presence and provide giveaways/materials to all in attendance
- Recognition from emcee during the light show
- Opportunity for logo placement or commercial on the scoreboard before the light show and logo placement in light show
- Complimentary admission for up to eight people to all Bold & Gold Weekend activities

*Baldwin Wallace University is a registered 501(c)3. All in-kind donations made to the University in support of Bold & Gold Weekend are tax-deductible up to the fair-market value of the products or services. Donor-advised funds may not be used for sponsorship. All logos are subject to approval for use.*

**For more information about Bold & Gold Weekend including the schedule of events, visit [www.bw.edu/events/bold-and-gold](http://www.bw.edu/events/bold-and-gold) or contact Director of Alumni Engagement Madeline Wallace at [mwallace@bw.edu](mailto:mwallace@bw.edu) or 440-826-2074.**



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## SPONSORSHIP LEVELS

### **Bold & Gold Festival Lunch: \$20,000**

- Naming of the Bold & Gold Festival Lunch, sponsored By Partner Name
- Signage and logo placement at the Ticket Tents and Dining Tents, two central points for the guest experience during the Bold & Gold Festival Lunch
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance at Engagement Zone
- Recognition and shoutout from the BW Family Stage Stage during the Bold & Gold Festival Lunch
- Opportunity for a representative to make brief remarks from the BW Family Stage
- Complimentary admission for up to six people to all Bold & Gold Weekend activities

### **The BW Family Stage: \$8,000**

- Naming of the BW Family Stage, *sponsored By Partner Name*
- Signage and logo placement at the BW Family Stage, a focal point of the Bold & Gold Festival Lunch
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance at Engagement Zone
- Recognition and shoutout from the BW Family Stage Stage during the Bold & Gold Festival Lunch
- Opportunity for a representative to make brief remarks from the BW Family Stage
- Complimentary admission for up to four people to all Bold & Gold Weekend activities

### **The Engagement Zone: \$5,000**

- Naming of the Engagement Zone, sponsored By Partner Name
- Signage and logo placement at the Engagement Zone
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance at Engagement Zone
- Recognition and shoutout from the BW Family Stage Stage during the Bold & Gold Festival Lunch
- Complimentary admission for up to four people to all Bold & Gold Weekend activities

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## SPONSORSHIP LEVELS

### The Homecoming Parade & Bandstand: \$4,000

- Naming of the Homecoming Parade & Bandstand, sponsored By Partner Name
- Signage and logo placement at the Parade Bandstand
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature partner with float/car in the Homecoming Parade
- Recognition and shoutout from Parade Bandstand emcee during the Homecoming Parade
- Complimentary admission for up to four people to all Bold & Gold Weekend activities

### The Alumni & Friends Spirit Garden: \$3,000

- Naming of the Alumni & Friends Spirit Garden, *sponsored By Partner Name*
- Access to Alumni & Friends Spirit Garden for up to four guests
- Signage and logo placement at the Spirit Garden
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance
- Complimentary admission for up to four people to all Bold & Gold Weekend activities

### The VIP Tailgate Brunch: \$3,000

- Naming of the VIP Tailgate, *sponsored By Partner Name*
- Access to VIP Tailgate Brunch for up to four guests
- Signage and logo placement at the VIP Tailgate Brunch
- Logo and name placement on digital communications including social media and emails
- Opportunity to feature an in-person table/booth presence and provide giveaways/materials to all in attendance at Engagement Zone
- Complimentary admission for up to four people to all Bold & Gold Weekend activities

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