

Homecoming / Reunion

Sponsorship Opportunities

King's College looks forward to welcoming back its alumni and friends in person for 2021! Please join in the celebration and success with the following **Sponsor Event Opportunities: A Homecoming Celebration** with football game and cook out at the Betzler Athletic Complex on Highland Park Blvd. in Wilkes-Barre Twp.; and **The Leo Cup Alumni Golf Outing** to be held at Mountain Laurel Golf Club in White Haven.

Regis Sponsor: \$5,000

- ▶ Corporate logo positioned in a prime location on all promotional media, with exclusivity as the lead sponsor on the King's Billboard. Additional materials include invitations mailed to alumni, the Homecoming/Reunion website, *Alumni Insider* e-newsletters, social media, and email blasts.
- ▶ Your logo linked to company website on King's Homecoming/Reunion page and electronic media.
- ▶ Your corporate banner displayed at each event location, and corporate logo placement on Homecoming/Reunion welcome signage, as well as recognition announcements at events.
- ▶ A table in a prime location in the Homecoming tailgate gated area of the Betzler Athletic Complex to display products or offer give-away items.
- ▶ Free Admission for ten (10) to Homecoming tailgate and football game, and six (6) golfers to play in The Leo Cup Alumni Golf Outing.

Gold Sponsor: \$2,500

- ▶ Corporate logo on media promotion, invitations, Homecoming/Reunion website, *Alumni Insider* e-newsletters, social media, and email blasts.
- ▶ Link to company website on King's Homecoming/Reunion page.
- ▶ Your corporate banner displayed at each event location, as well as logo on Homecoming/Reunion welcome signage, and recognition announcements at events.
- ▶ A table in the Homecoming area of the Betzler Athletic Complex to display products or offer give-away items.
- ▶ Free Admission for four (4) to Homecoming tailgate and football game, and four (4) golfers to play in The Leo Cup Alumni Golf Outing.

Red Sponsor: \$1,000

- ▶ Corporate logo on media promotion, invitations, Homecoming/Reunion website, *Alumni Insider* e-newsletters, social media, and email blasts.
- ▶ Link to company website on King's Homecoming/Reunion page.
- ▶ Logo displayed on Homecoming/Reunion welcome signage, and recognition announcement at events.
- ▶ Free Admission for two (2) to Homecoming tailgate and football game, and two (2) golfers to play in The Leo Cup Alumni Golf Outing.

Leo Sponsor: \$500

- ▶ Corporate recognition on Homecoming/Reunion website.
- ▶ Recognition at events.
- ▶ Free Admission for two (2) to Homecoming tailgate and football game.

Spirit Sponsor: \$250

- ▶ Corporate recognition on the Homecoming/Reunion website.

For more information contact:

Kelly Bray at (570) 208-5900, ext. 8405 – KellyBraySnyder@kings.edu

or Beth Doherty at (570) 208-5900, ext. 5732 – BethDoherty@kings.edu

Visit www.kings.edu/alumni for a full schedule of Homecoming/Reunion events (as available).

