



Project Makeover

SPONSORSHIP PACKET 2015

a student-run organization at the University of Florida whose mission is to create a more dynamic learning environment for local school students



ABOUT



OUR MISSION

The mission of Project Makeover is to create a more dynamic learning environment for local school students

Project Makeover is a completely student-run organization, and currently our makeover only takes place locally in Gainesville, Florida. Each year a new elementary school in need is selected to receive a renovation. For each project, hundreds of volunteers are organized and thousands of dollars are raised to aid in the school's makeover.

In every aspect of the project, the school's dynamics and curriculum are considered and incorporated. It is truly our wish to bring the University of Florida campus and the local Gainesville community together in a common goal to change the face of public education.

OUR SUPPORT

Project Makeover is an entity of The Education Foundation of Alachua County, which works with programs that "create an environment which recognizes Alachua County for its excellent public school programs that provide every student with an opportunity to succeed in tomorrow's world."

The Foundation is a 501(C)3 organization founded in 1986 to support the Alachua County Public Schools. All donations to Project Makeover are through the Foundation and are therefore tax deductible.



Florida is ranked **38** in child well-being and **45** for economic child well-being

Annie E. Casey Foundation, "Kids Count" Data 2014

We've raised almost **\$50,000** since our first makeover in 2008

~1,400 volunteers support the event each year



EVENTS



Project Makeover partners with many campus and community organizations throughout the year to support our cause and to build relationships that will advance our mission as a group. Below are some of our major events where we have major advertising and sponsorship opportunities for your business or organization.

NOV
11

Kickball Tournament

Each year, members of your planning committee are responsible for coordinating a campus-wide philanthropy event to benefit our cause. Student organizations sign up to compete and others come to cheer on their friends!

**PROJECT MAKEOVER
KICKBALL**

benefitting Alachua County Schools



FEB
20-22

Makeover Weekend at Selected School

This is what the build up leads to every year! Our three-day long makeover takes place at our selected school where thousands of volunteers come out in shifts to help with projects to improve the school.



LEVELS



	GOLD \$1000 +	SILVER \$750-999	BRONZE \$500-749	ORANGE \$250-499	BLUE \$0-249
Exclusive Sponsorship: Sponsorship level is exclusive at all events in 2014	•				
Public Relations: Sponsor will be featured in all event public relations announcements to the press & media	•	•			
Podium Acknowledgement: Sponsor will receive verbal recognition for your contribution from one of the speakers at the event.	• Speaking opportunity	• Speaking opportunity	•		
Event Publicity: Sponsor will be featured in event advertisements and promotional marketing.	• Logo	• Logo	• Logo	• Logo	• Logo
Event Exhibit: Sponsor will have onsite booth during event (audience of 400 people or more). Available only at Kickball Tournament.	• All events	•	•	•	
Website Publicity: Sponsor logo will be featured on Project Makeover website, with hyperlink to website.	• Premium placement of logo on event and sponsor page	• Premium placement of logo on event and sponsor page	• Premium placement of logo on event and sponsor page	•	•
Electronic Publicity: Sponsor will be featured in electronic publicity for the event to 2,500 Project Makeover followers (email marketing and social media).	•	•	•	•	•
Annual Newsletter Publicity: Featured article in Project Makeover annual printed newsletter, with distribution to Project Makeover supporters.	•	•			
Printed Program & Event Signage: Sponsorship will be featured in printed materials and event signage.	• Full page advertisement in all event programs	• Full page advertisement in all event programs	•	•	•
Tax Deduction: Sponsorship of this event is tax deductible to the full extent of the law. Please consult with your tax advisor.	•	•	•	•	•

GOLD SUPPORTER

\$1,000

- Sponsor will be featured in all event public relations announcements to the press & media.
- Sponsor will receive verbal recognition and/or have the ability to speak at all events in 2014.
- Sponsor logo will be featured in all event advertisements and promotional marketing.
- Sponsor will have onsite booth for both the Gator Plunge site and Kickball Tournament.
- Sponsor logo will be featured in premium position on event landing page and sponsor page, with hyperlink to website.
- Sponsor will be featured in all email marketing and social media publicity for all 2014-2015 events.
- Featured article in annual printed newsletter, with distribution to Project Makeover supporters.
- Sponsorship includes full page advertisement in all event programs and logo displayed on all event signage.
- Sponsorship is tax deductible to the full extent of the law. Please consult with your tax advisor.

SILVER SUPPORTER

\$750

- Sponsor will be featured in all event public relations announcements to the press & media.
- Sponsor will receive verbal recognition and/or have the ability to speak at event.
- Sponsor logo will be featured in all event advertisements and promotional marketing.
- Sponsor will have onsite booth for either the Gator Plunge or Kickball Tournament*
- Sponsor logo will be featured in prominent position on event landing page, with hyperlink to website.
- Sponsor will be featured in all email marketing and social media publicity for event.
- Featured article in annual printed newsletter, with distribution to Project Makeover supporters.
- Sponsorship includes full page advertisement in event program and logo displayed on all event signage.
- Sponsorship is tax deductible to the full extent of the law. Please consult with your tax advisor.

BRONZE SUPPORTER

\$500

- Sponsor will receive verbal recognition for your contribution from one of the speakers at the event.
- Sponsor logo will be featured in all event advertisements and promotional marketing.
- Sponsor logo will be featured in prominent position on event landing page, with hyperlink to website.
- Sponsor will be featured in all email marketing and social media publicity for event.
- Sponsorship will be featured in event program and logo displayed on all event signage.
- Sponsorship is tax deductible to the full extent of the law. Please consult with your tax advisor.

ORANGE SUPPORTER

\$250

- Sponsor logo will be featured in all event advertisements and promotional marketing.
- Sponsor logo will be featured in on event landing page, with hyperlink to website.
- Sponsor will be featured in all email marketing and social media publicity for event.
- Sponsorship will be featured in event program and logo displayed on all event signage.
- Sponsorship is tax deductible to the full extent of the law. Please consult with your tax advisor.

BLUE SUPPORTER

\$100

- Sponsor logo will be featured in all event advertisements and promotional marketing.
- Sponsor logo will be featured in on event landing page, with hyperlink to website.
- Sponsor will be featured in all email marketing and social media publicity for event.
- Sponsorship will be featured in event program and logo displayed on all event signage.
- Sponsorship is tax deductible to the full extent of the law. Please consult with your tax advisor.