

CASINO & CRAFT BEER NIGHT

*a fun, casual fundraiser benefiting
the Hilliard Education Foundation*

Sponsor Guide



Contact: Rachel.Heine@HilliardEducationFoundation.org • 614.921.4837



benefiting the
Hilliard Education Foundation
Supporting Innovative Education

EVENT DETAILS



DATE: Saturday, March 12, 2016

TIME: 6:30 – 9:30 PM

PLACE: Makoy Center, 5462 N. Center St., Hilliard, OH

Join us as a sponsor for this charity event that is one of Hilliard's best parties! Get away from the late winter blues right here in Hilliard and support unique learning programs for our students!

Casino Night Features:

- A Chance to Win a Trip to Vegas!
- Free Fantasy Casino Gaming with Prizes
- Sports Bar Games
- An Awesome DJ & Dancing
- Appetizers & Cash Bar with Craft Beer Flights Available
- Silent Auction, Prizes and Raffles

But wait, there's something for you as a sponsor...recognition, marketing benefits and of course tickets to the event itself. Don't delay, make your plans today and book your sponsorship! Don't miss this opportunity...last year we had 300 attendees!

About the Hilliard Education Foundation

The Hilliard Education Foundation (HEF) helps students and teachers do more. Our primary mission is to support meaningful learning opportunities and innovative education programs that benefit **over 16,000 Hilliard City School students**.

Grants

Over **\$1 million** in grant funding has been dispersed to teachers and classrooms throughout the district to support innovative learning and student success.

Scholarships

Since 1989, HEF has awarded almost **\$275,000** to Hilliard City School students to support their higher education pursuits. Scholarships are provided by generous community donors who seek to help our graduates find success in college and beyond.

Innovative Education

HEF strives to be a valued partner by collaborating on District priorities like the McVey Innovative Learning Center (MILC). Through private donations and corporate grants, HEF was able to facilitate more than **\$75,000** in financial support for the MILC.



MARKETING BENEFITS

The Hilliard Education Foundation has reach across social media, print and web platforms. The event will be promoted through:

- Dedicated E-mail Blasts
- Announcements and Blasts to the Hilliard City School District Community
- Social Media (Facebook, Twitter)
- Community Calendars

The potential reach of this exposure is:

- Website 10,000+ visits a year
- School District 1,100+ teachers plus all additional support staff
15,800+ students and families
- Social Media 6,000+ combined followers
- Newsletter 500+ subscribers

Website Presence

Casino Night has a dedicated page (hilliardeducationfoundation.org/casinonight) where all participants, guests, and volunteers must visit in order to register for the event. Sponsor logos with hyperlinks to their sites are included in many sponsorship levels.

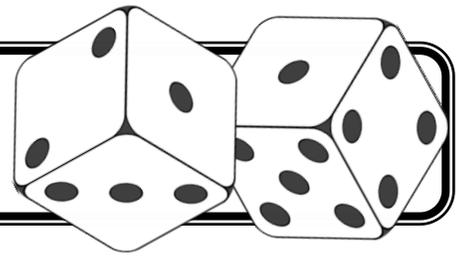
Social Media Outreach

As a sponsor, you will also benefit from social media outreach and marketing including dedicated Tweets and Facebook posts. Your social media team will be provided with an event hashtag and other social media tools to leverage your own participation.

Through your partnership, you will:

- Enhance your business and philanthropic brand
- Increase visibility of your company
- Strengthen the Hilliard City School District
- Give our teachers and students the power to do more through innovative grants
- Help us recruit the best and the brightest educators by showing our community cares

SPONSORSHIP LEVELS



Sponsorship Level	Headliner \$5,000	Ace of Spades \$2,500	King of Clubs \$1,500	Queen of Hearts \$750	Jack of Diamonds \$300
Tickets	20	14	10	6	2
Pre-Event Recognition					
Website Presence*	Logo and link	Logo and link	Logo	Listing	Listing
Social Media Promotion (Facebook, Twitter)	X	X	X		
Email Blasts	X	X			
Press Release	X				
On-Site Recognition					
Opportunity to provide gift or promotional material to guests	X	X	X	X	X
Event Signage	X	X	X	X	
Recognized from stage at event	X	X			
Post-Event Recognition					
E-newsletter	X	X	X	X	X
Thank You Email Blast	X	X	X		
Outgoing Press Release	X				

**For one year*

COMMITMENT FORM

Opportunities are limited. In order to secure your desired level of participation, please complete and return with payment as soon as possible. Commitments must be received no later than March 1, 2016 to guarantee fulfillment of sponsor benefits unless otherwise noted.

You can also make your commitment online at
www.HilliardEducationFoundation.org/CasinoNight

Contact Information

Personal Gift Company Gift

Name for Recognition _____
(exactly as you would like to appear; please limit to either individual or organization name)

Contact Name _____ Title _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

Logos

Email color, high resolution logos March 1 to:
Rachel.Heine@HilliardEducationFoundation.org

Sponsorship Opportunities

- Headliner - \$5,000
- Ace of Spades - \$2,500
- King of Clubs - \$1,500
- Queen of Hearts - \$750
- Jack of Diamonds - \$300

Additional Opportunities

- General Donation \$ _____
- Silent Auction Donation

Description of item donated _____

Value of item donated \$ _____

Item will be mailed Item will need picked up

Payment Method

- Check enclosed (checks payable to Hilliard Education Foundation) Invoice
- MasterCard Visa American Express Discover

Credit Card # _____ Expiration Date: _____

Name on Card _____ CVV Code: _____

Signature _____ Date _____

PLEASE RETURN TO:

Hilliard Education Foundation
5323 Cemetery Road
Hilliard, OH 43206

FOR MORE INFORMATION:

Rachel Heine, Executive Director
Hilliard Education Foundation
(614) 921-4837
Rachel.Heine@HilliardEducationFoundation.org

DEADLINE

March 1 – Commitment Due