

Denim & Diamonds

Dance the night away while making a difference.

2018 SPONSORSHIP PACKET

**Saturday, February 10
VUE - Downtown Columbus**

Event Details

Date: Saturday, February 10, 2018

Time: 7-10PM

Place: Vue Columbus
95 Liberty St, Columbus, OH 43215

An evening of Drinks, Fun and Dancing

Join us for our Inaugural Denim and Diamonds event at the Vue in downtown Columbus. Guests will enjoy a night of entertainment with the high energy and fun dance band, [The Martini Affair](#).

Guests will also enjoy cocktails, heavy hors d'oeuvres and a silent auction.

About the Hilliard Education Foundation

The Hilliard Education Foundation (HEF) helps students and teachers do more through grants and scholarships. 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 Reach

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

Dedicated E-mail Blasts

Announcements and E-mail Blasts to the Hilliard City School District Community

Social Media (Facebook and Twitter)

Community Calendars

ThisWeek News

The potential reach of this exposure is:

Website	10,000+ visitors/year.
ThisWeek News	22,000+ distribution
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

Denim and Diamonds will have a dedicated page 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 of the 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.

Sponsorship Opportunities

Sponsorship Level	Platinum	Stage	Hospitality	Gold	Silver	Bronze
Hospitality Benefits						
Pizza Party Tickets	8	4	4	2	2	-
Event Tickets	20	10	8	6	4	2
Free Event Parking	8	2	2	2	2	-
Pre-Event Recognition						
Recognition at Pizza Party (One Banner)	Logo	Logo	Logo	Logo	Name	-
Verbal Recognition at Pizza Party	Y	Y	Y	Y	Y	Y
Recognition on Pizza Party Table Toppers	Logo	Logo	Logo	Logo	Name	-
Recognition in all E-blasts	Logo	Logo	Logo	Logo	Name	Name
Recognition on evites	Logo	Logo	Logo	Logo	Name	-
Recognition on HEF website	Logo	Logo	Logo	Logo	Name	Name
Recognition in Newsletter	Logo	Logo	Logo	Logo	Name	Name
Social media campaign inclusion	Y	Y	Y	-	-	-
Event Recognition						
Welcome Sign	Logo	-	-	-	-	-
Event Signage	Logo	Logo	Logo	Logo	Name	Name
Stage Banner	-	Logo	-	-	-	-
Sponsor Rep to make Welcome	Y	-	-	-	-	-
Sponsor Recognition by Band from Stage	2 x Hr	1 x Hr	1	1	1	1
Name Recognition during live program	Y	Y	Y	Y	Y	Y
Slide Show	Logo	Logo	Logo	Logo	Logo	Name
Post Event Recognition						
E-newsletter	Logo	Logo	Logo	Logo	Name	Name
Outgoing Press Release	Y	-	-	-	-	-

Denim & Diamonds

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 January 10, 2018 to guarantee fulfillment of sponsor benefits unless otherwise noted.

You can also make your commitment online at www.HilliardEducationFoundation.org/denim&diamonds

Sponsorship Commitment Levels:

- Platinum \$15,000
- Stage \$10,000
- Hospitality \$7,500
- Gold \$5,000
- Silver \$1,000
- Bronze \$500

Please Return to:

Hilliard Education Foundation
5323 Cemetery Road
Hilliard, OH 43206

Or

Register online at

www.HilliardEducationFoundation.org/denim&diamonds

For More Information:

Hilliard Education Foundation
(614) 314-7760

info@HilliardEducationFoundation.org

Deadline- January 10, 2018

Additional Opportunities:

- General Donation _____
- Silent Auction Donation
 - Description of item donated and Value of item donated _____
 - Item will be mailed
 - Item will be picked up

Contact Information:

Name for Recognition (Please print your name or company name exactly as it should appear in program)

Contact Name

Title

Address

City

State

Zip

Telephone

Email

Payment Options:

Check enclosed (checks payable to Hilliard Education Foundation) Invoice

MasterCard Visa American Express Discover

Name as Appears on Card

Credit Card Number

Expiration Date

Cardholder's Signature

Date