



**Rally for Regents**

# TRIVIA NIGHT

**March 20, 2020**

**Memorial Union  
Great Hall  
7-11pm**

## **2020 Sponsorship Opportunities**

On behalf of the Madison West Athletic Booster Association (MWABA), we invite you to consider sponsorship of the 13th annual Rally for Regents, and the 1st Rally Trivia Night! Rally for Regents is the major fundraising event benefiting Madison West High School athletics. **This year's event will be held in the Great Hall at Memorial Union, on March 20, 2020.**

### **Why Sponsor?**

- This event will be promoted to the entire Madison West High School community, which includes families of over 2,000 students in the Madison area.
- Our new format and venue is expected to attract a record number of attendees, primarily parents of past, present and future West students.
- Sponsorships will enable businesses to deliver their message to families who support children, sports and health.
- Sponsorships are a wonderful opportunity to support the West Athletics booster club! Read more about MWABA below, or check out our website: [www.mwaba.org](http://www.mwaba.org).

### **Sponsorship Opportunities - (see attached grid for recognition details)**

- **State Champion:** \$5,000
- **Sectionals Champion:** \$2,500
- **Regional Champion:** \$1,000
- **Conference Champion:** \$500

To maximize your sponsorship exposure, please contact Jane Feller as early as possible with your sponsorship commitment. Sponsor recognition will begin as soon as payment is received!

Questions Contact: Jane Feller  
[jjfeller@hotmail.com](mailto:jjfeller@hotmail.com)  
608-575-1472

Check Payable/Mail to:  
MWABA C/O Jane Feller  
3009 Edenberry Street  
Fitchburg, WI 53711

***Thank you for considering this sponsorship for Madison West Athletics!***

***What does MWABA do?*** Because of state budget cuts and the resulting funding shortages for Madison public schools, MWABA has had to step in to cover the cost of many essentials for West Athletics, such as athletic uniforms, equipment, and facility maintenance and improvement. All proceeds of the Rally for Regents event are used to cover these costs. Maintaining a thriving athletic department is important for many reasons, but probably the most important reason is that participation in athletics provides personal development for the students and correlates highly with academic success. ([2015 MMSD Study on Athletics and Academic Success](#))

*MWABA is a 501(c)(3) non-profit organization. All donations are tax-deductible.*

	<b>State Champion (\$5000)</b>	<b>Sectionals Champ (\$2500)</b>	<b>Regionals Champ (\$1000)</b>	<b>Conference Champ (\$500)</b>
MVP Table for 10 (includes skip-the-line drink passes)	Included	Included		
2020 Regent Open Golf Outing (at Nakoma)	Included (Two foursomes, hole sponsorship, prominent logo placement on promotional materials)	Included (One foursome, hole sponsorship, logo placement on promotional materials)		
Email recognition to all Madison West Athletics' Boosters	Included	Included	Included	Included
Logo Placement on West Athletics Dept. webpage	Included: Premiere placement; largest available size	Included: Premiere placement		
Recognition on Event webpage	Logo included: Premiere placement; largest available size	Logo included: Premiere placement	Logo included	Name included
Corporate Banner Placement at Event	Premiere location of banner; video projection of logo throughout event	Premiere location of banner at event	Included	
Logo Placement on Event Banner(s)	Included: Primary placement and size (first tier)	Included: Primary placement, second tier	Included: third tier	Included, fourth tier
Table recognition at event	Premiere logo placement on tents at all trivia tables	First tier logo placement on tents at all trivia tables	Logo on tents at all trivia tables	Name on tents at all trivia tables
Verbal recognition during event	Announcement at every trivia break	Announcement at start, half time, and end of trivia	Announcement at start and end of trivia	Announcement at start of trivia
Verbal recognition prior to event - home sporting events (Spring 2020)	Included	Included		