



Rally for Regents!

Sponsorship Opportunities

On behalf of the Madison West Athletic Booster Association (MWABA), we invite you to join us for the eleventh annual Rally for Regents, the leading fundraising event benefiting Madison West High School athletics. This is an evening of socializing, auction bidding, raffles and prizes with West High School parents and community.

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 reasons are that participation in athletics provides personal development for the students and correlates highly with academic success.

We are pleased to offer sponsorship opportunities for this very special event that will allow sponsors to reach key target markets and audiences. Sponsorships will enable businesses to deliver their message to families who support children, sports and health. In addition, sponsorships are a wonderful opportunity to support West High School's booster club that provides support and training to all children including those who otherwise would not be able to afford such athletic opportunities. More information can be found at www.mwaba.org. Madison West Athletic Board Association is a 501(c)(3) non-profit organization. All donations are tax-deductible.

Your name will be displayed on the Auction Website

Sponsors will be recognized in a variety of ways (see next page for details).

Sponsorship Levels

- State Championship Sponsor** (\$2,500; *Limited*)
- Regional Championship Sponsor** (\$1,000)
- Conference Championship Sponsor** (\$500)
- Game Winner Sponsor** (\$250)

Sponsor Name (as printed in program) _____

Contact Name: _____ **Phone:** _____

Address: _____ **City/Zip:** _____

Email: _____ **Sponsor Level:** _____

Please return by Friday, February 23, 2018 with payment. Make check payable to MWABA. Please include this form with payment. Form and check should be mailed to:

MWABA, c/o Sara Anderson, 4917 Woodburn Drive, Madison, WI 53711

Please send artwork for sponsorship advertising by Friday, March 23rd in print-ready.pdf format to sjanders75@gmail.com (see sizing on next page)

Sponsorship Opportunities: 2018 Rally for Regents

‘State Champion’ Sponsor -- \$2,500; *Limited*

- Large company sign in premium location at event, plus recognition of sponsorship on all tables at event
- Numerous announcements of premiere sponsorship during event
- Recognition of premiere sponsorship on *MWABA* event website page (with full logo)
- Recognition of premiere sponsorship in social media communications
- Mention of premiere sponsorship in all press materials
- Recognition of premiere sponsorship in all printed and email marketing materials
- 6 complimentary tickets to the event

‘Regional Champion’ Sponsor -- \$1,000

- Recognition of sponsorship via an announcement at beginning of event
- Recognition of sponsorship on *MWABA* event website page (company name listed)
- Recognition of sponsorship on all tables at event
- Recognition of sponsorship in all printed and email marketing materials
- 4 complimentary tickets to the event

‘Conference Champion’ Sponsor -- \$500

- Recognition of sponsorship on *MWABA* event website page (company name listed)
- Recognition of sponsorship on all tables at event
- 2 complimentary tickets to the event

‘Game Winner’ Sponsorship Sponsor--\$250

- Recognition of sponsorship on *MWABA* event website page (company name listed)
- Recognition of sponsorship on all tables at event
- 2 complimentary tickets to the event

Artwork Sizing:

State Champion advertisement should measure 4.5 inches wide by 8 inches high and should be black and white.

Regional advertisement should measure 4.5 inches wide by 3.5 inches high and should be black and white.

Conference advertisement should measure 4.5 inches wide by 2 inches high and should be black and white.

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by Friday, February 23rd in print-ready.pdf format to sjanders75@gmail.com**