

The 2017



Sponsorship Proposal

T: (248) 408-4725 | F: (248) 920-0601 | W: GreekAllStars.com | E: Awards@GreekAllStars.com



"Awarding Academic, Performing Arts,
Community Service, and Career Excellence"

Tel: (248) 408-4725

Fax: (248) 920-0601

P.O. Box 608350

Cleveland, OH 44108

E-mail: Awards@GreekAllStars.com

Visit us online @ www.GreekAllStars.com

Greek All-Star™ Awards™ Fact Sheet

GLOs and Corporations: An Economic Power Couple*

- 85% of Fortune 500 key executives are members.
- All but two Presidents since 1825 have been fraternity members.
- 76% of Who's Who in America® are fraternity/sorority members.
- Over 40 of the nation's largest corporations are headed by fraternity/sorority members.
- 70% of the U.S. Presidents' cabinet members since 1900 have been fraternity/sorority members.

2016 and Projected 2017 GASA Social Media Reach

- | | | |
|---------------------------------|---|---|
| • Twitter®: 4,530 -----> | 2017 Post-Event Goal: 14,000 | Primary Social Media Total Reach:
24,892 |
| • Instagram® Page: 8,567 -----> | 2017 Post-Event Goal: 17,000 | |
| • Facebook® Page: 1,410 -----> | 2017 Post-Event Goal: 30,000 | Primary Social Media 2017 Goal:
61,000 |
| • Facebook® Group: 10,385 ---> | 2017 Post-Event Goal: Shift all group members to FB Page. | |

The Current Carthon Choreography™ LLC Social Media 'Echo Chamber'

@STAFProgram	@SpeedStepping	@YGLProgram	@WallOfGreeks
• Twitter®: 176	• Twitter®: 1,974	• Twitter®: 1,400	• Twitter®: 154
• Instagram®: 1,064	• Instagram®: 1,183	• Instagram®: 1,218	• Instagram®: 1,665
• Facebook®: 424	• Facebook®: 270	• Facebook®: 473	• Facebook®: 119
CURRENT TOTAL: 1,664	CURRENT TOTAL: 3,427	CURRENT TOTAL: 3,091	CURRENT TOTAL: 1,938

@TimCarthon / @TimothyCarthon

- Twitter®: 5,092
- Instagram®: 1,829
- Facebook®: 956

CURRENT TOTAL: 7,877

Current Echo Chamber Total Reach: 17,997

*Source: <http://www.umkc.edu/getinvolved/fsa-national-statistics.asp>



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Event Demographics (*Your Potential Customers*)

- Number of GLOs and Members in America: **246 GLOs with over 9,000,000 members**
- Expected Greek All-Star™ Awards™ Event Attendees: **2,100 (+/- 200)**
- Est. Average Household Income: **\$40,946 to \$1,470,000/year**
- Expected Awards Entrants/Entries: **1,000**

GASA Awards Event Participants

- Undergraduate and Graduate/Professional GLO members.
- Greek-letter organization performers (*i.e., musicians, step teams, etc.*).
- Celebrity guest presenters and *a very special celebrity host* who is very well-respected within the Greek fraternity and sorority community.

Additional Benefits of Greek All-Star™ Awards™ Sponsorship

- Increased name recognition and goodwill within the GLO community.
- With the decreasing potency of traditional media, the total sponsorship packages we're offering multiplies exposure that can be more directly targeted, more effective, and less costly than traditional advertising.
- And being a part of this one-of-a-kind Greek life event, as it takes its place among the most notable awards events in the country and solidifies itself as the most important GLO event in America.

Join Us in Achieving the Greek All-Star™ Awards™ Goals

- 1.) Helping to negate the perpetuated "negative" stereotypes of GLO members.
- 2.) Helping place and keep the focus of GLO members on that for which their organizations were founded.
- 3.) Give middle and high school Students collegiate role models so as to help those students make the wise decision to seek higher education.

Join Us in Achieving the Hall of Greeks™ Awards Academy™ Purposes

- 1.) Higher GLO member *grade point averages*.
- 2.) Improved GLO member *character traits*, and thereby better actions.
- 3.) Increase in GLO membership participation nationally through staying current on their *dues*, which increases the amount of GLO community service due to the influx of capital from those dues.
- 4.) Scholarships for middle, high school, and collegiate Students.
- 5.) An increased focus on inner-city *entrepreneurship*.
- 6.) Actively seek to increase *positive press* about GLOs and their members.



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Sponsorship Opportunity #1: Title and Host* (Deadline: February 01, 2017)

A. Title Sponsor: \$50,000 (1 sponsorship available)

- Title Sponsor name will be part of the official event name (i.e., The 2017 Greek All-Star™ Awards™, sponsored by *Your Company Name Here*).
- Title Sponsor name and logo placement on all printed materials related to event.
- 20 VIP and 20 general admission GASA tickets.
- Photo opportunity with celebrity host and host team (*team is optional*).
- Photo opportunity with the GASA Executive Director and GASA team (*team is optional*).
- A signed copy of the GASA Founder Tim Carthon's newest Startup Business Tips book.
- Title Sponsor name mentioned in media interviews.
- Logo placement on Step and Repeat banners, which serve as a backdrop in media photo opportunities.
- Prominent Title Sponsor name recognition in all press releases leading up-to and related to event.
- Opportunities for Sponsor logo placement in public service announcements related to event, newspaper ad in one of the event city's prominent newspapers, and magazine press.
- Extra-large banner display opportunity on the All-Star Red Carpet with the event name and "Sponsored by (your company name and website address)" on it.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 9 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 9 months).
- *Optional Perk: Opportunity for a representative of your company, who is a member of an eligible GLO (mandatory), to individually present one of the awards at the awards event. If no GLO member is available from your company, this optional perk will not be available to redeem.*

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Sponsored by **YOU!**



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B. Host Sponsor: \$30,000 (1 sponsorship available)

Proposed Event Host:

- Actor, Syndicated Radio Talk Show host, and Comedian Host Rickey Smiley*; former host of the NAACP Image Awards Dinner and Pre-Party Ceremony and the Stellar Gospel Music Awards, as well as a presenter at the NAACP Image Awards.

Sponsorship Perks:

- Private 'Dinner for 2' with the Host and you or your *approved* representative of choice.
- 15 VIP and 15 general admission GASA tickets.
- Widget placement on GASA website for one month (30 days).
- Photo opportunity with celebrity host and host team (*team is optional*).
- Opportunities for Sponsor logo placement in public service announcements related to event, newspaper ad in one of the event city's prominent newspapers, and magazine press.
- Extra-large banner display opportunity on the All-Star Red Carpet with the event name and "Sponsored by (your company name and website address)" on it.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 9 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 9 months).
- *Optional Perk: Opportunity for a representative of your company, who is a member of an eligible GLO (mandatory), to individually present one of the awards at the awards event. If no GLO member is available from your company, this optional perk will not be available to redeem.*



*Proposed host. Host may change if this host is unavailable at the time of sponsorship being secured. One month = 30 days. Make checks payable to: Carthon Choreography LLC. Unless otherwise specified, all ads are black and white. PLEASE NOTE: We do not accept alcohol, pornography, or tobacco-based ad sponsorships. Ricky Smiley Morning Show graphic from www.DishNation.com.



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Sponsorship Opportunity #2: Statuettes and Pins*

(Deadline: February 01, 2017)

A. Statuettes Sponsor (1 sponsorship available)

The Carthon Statuettes: \$16,000

Description:

- The Carthon Statuette is the Official Award for all Greek All-Star™ Award™ winners (3D image currently in the making).

Sponsorship Perks:

- On-stage company mention, with description in-line with our purposes and the importance of education (provided by Sponsor).
- Name inclusion in national press release.
- 10 VIP and 10 general admission GASA tickets.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 2 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 2 months).



B. Pins Sponsor (1 sponsorship available)

Golden 'V'™ Pins: \$1,000

Description:

- The Golden 'V'™ Pins are earned by and presented to GLO members who have been selected for induction into the Society of Step Masters™.

Sponsorship Perks:

- On-stage company mention, with description in-line with our purposes and the importance of performing arts (provided by Sponsor).
- 2 VIP tickets to the GASA.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 1 month).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 1 month).





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Sponsorship Opportunity #3: Scholarships*

(Deadline: April 02, 2017)

A. The Corey J. Turner Scholarship: \$1,500 (1 sponsorship available)

Description:

- A music scholarship for college Students, given in the name of a humble gentleman who was senselessly and violently taken from this earth too soon.

Sponsorship Perks:

- On-stage company mention, with description in-line with the educational purpose of the scholarship (provided by Sponsor).
- 4 VIP tickets to the GASA.
- Full page ad inclusion in the *Educational Sponsor* section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 2 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 2 months).



B. The J. New Scholarship: \$1,000 (1 sponsorship available)

Description:

- A mental health-based scholarship for college Students majoring in psychology or psychiatry, given in the name of a humble gentleman who suffered and violently passed away from chain-reactions of a severe mental illness.

Sponsorship Perks:

- On-stage company mention, with short, 1-paragraph description in-line with the educational purpose of the scholarship (provided by Sponsor).
- 2 VIP tickets to the GASA.
- Full page ad inclusion in the *Educational Sponsor* section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 1 month).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 1 month).



* One month = 30 days. A maximum 1-page letter (included with the sponsorship check) will be sent to scholarship recipients from individual Sponsors. Make checks payable to: Carthon Choreography LLC. Unless otherwise specified, all ads are black and white. PLEASE NOTE: We do not accept alcohol, pornography, or tobacco-based ad sponsorships.



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C. The M.B. Scholarship: \$1,000 (1 sponsorship available)

Description:

- A general college scholarship for graduating high school seniors given in the name of a humble, collegiate gentleman who was taken from this earth too early.



Sponsorship Perks:

- On-stage company mention, with description in-line with the educational purpose of the scholarship (provided by Sponsor).
- 2 VIP tickets to the GASA.
- Full page ad inclusion in the *Educational Sponsor* section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA’s primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year’s Sponsor section (minimum 1 month).
- Website Feature (B): *Clickable link* on image-approved logo in the year’s Sponsor section (minimum 1 month).

D. The S.B.S. Scholarships: \$250 each (unlimited sponsorships available)

Description:

- Multiple scholarships of up-to \$250.00 each for School Books and Supplies for public school Students (Grades 7-12).



Sponsorship Perks:

- Logo and business inclusion description in-line with the educational purpose of the scholarship in the *Educational Sponsor* section of our Greek Scroll™ Official Program/Event Sponsorship Ad Booklet.
- 1/8 ad inclusion in the *Educational Sponsor* section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Website Feature (A): *Image-approved logo* in the year’s Sponsor section (minimum 1 month).
- Website Feature (B): *Clickable link* on image-approved logo in the year’s Sponsor section (minimum 1 month).

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Sponsorship Opportunity #4: Greek Scroll™ Ad Booklet* (Deadline: April 02, 2017)

A. 'National Office' **PLATINUM Booklet Sponsor: \$5,000**

- 10 VIP and 10 general admission GASA tickets.
- Display advertising with Booklets near the Red Carpet.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Full page COLOR ad on the back of the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section as Title Sponsor (minimum 6 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 6 months).

B. 'Grad Chapter' **GOLD Sponsors: \$1,000**

- 4 VIP and 2 general admission GASA tickets.
- Full page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 4 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 4 months).

C. 'Greek-Life Membership' **SILVER Sponsor: \$800**

- 2 VIP and 2 general admission GASA tickets.
- ¾ page ad in the Sponsor section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 3 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 3 months).

D. 'Pledgee' **BRONZE Sponsor: \$600**

- 2 general admission GASA tickets.
- ½ page ad in the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet Sponsor section.
- Announcing of Sponsorship on GASA's primary social media accounts, with *approved* website link.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 2 months).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 2 months).

E. 'Meet the Greeks' **EXCELLENCE Sponsor: \$350**

- 1 general admission GASA ticket.
- ¼ page ad in the Sponsor section of our Greek Scroll™ Official Program & Event Sponsorship Ad Booklet.
- Website Feature (A): *Image-approved logo* in the year's Sponsor section (minimum 1 month).
- Website Feature (B): *Clickable link* on image-approved logo in the year's Sponsor section (minimum 1 month).

F. 'Patron' **Honorable Mention Sponsor: \$100**

- Your name and *approved* website listed in the *Patron Page Entry* Sponsor section of the Greek Scroll™ Official Program & Event Sponsorship Ad Booklet.
- Individual/Company name and website listing in the "Patron Page Entry" Sponsor section on the GASA website (minimum 1 month).



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2017 GASA Sponsorship Pledge Form*

(Form is legally binding. Email your complete and final ad to Sponsorship@GreekAllStars.com)

Sponsorship Selections	How Many?	Sponsorship Amount	Sponsorship Level	Sponsorship Number	Sponsorship Name	Sponsorship Category
(Check all that apply)						
	Maximum 1	\$50,000	Double Diamond	1A	Title Sponsor	Title and Host
	Maximum 1	\$30,000	Diamond Plus	1B	Host Sponsor	Title and Host
	Maximum 1	\$16,000	Diamond	2A	Statuette Sponsor	Statuettes and Pins
	Maximum 1	\$1,000	Gold	2B	Pins Sponsor	Statuettes and Pins
	Maximum 1	\$1,500	Gold Plus	3A	CJT Scholarship	Scholarships
	Maximum 1	\$1,000	Gold	3B	J. New Scholarship	Scholarships
	Maximum 1	\$1,000	Gold	3C	M.B. Scholarship	Scholarships
	Unlimited	\$250	Excellence	3D	S.B.S. Scholarship	Scholarships
	Maximum 1	\$5,000	Platinum	4A	National Office	Ad Booklet Sponsor
	Unlimited	\$1,000	Gold	4B	Grad Chapter	Ad Booklet (FP)
	Unlimited	\$800	Silver	4C	Greek Life Member	Ad Booklet (3/4)
	Unlimited	\$600	Bronze	4D	Pledgee	Ad Booklet (1/2)
	Unlimited	\$350	Excellence	4E	Meet the Greeks	Ad Booklet (1/4)
	Unlimited	\$100	Honorable Mention	4F	Patron Page Entry	Ad Booklet (Name)

How Many Sponsorships Total? _____

PAYMENT TYPE(S) ENCLOSED:

Total Amount of Scholarships: \$ _____

PLEGGED AMOUNT ENCLOSED: \$ _____

Make checks payable to:
Carthon Choreography LLC
P.O. Box 608350
Cleveland, OH 44108

Cashier's Check

Business check

Personal Check

Money Order

Sponsor's Authorized PRINTED Name

Sponsor's Authorized SIGNATURE

Date

*Make checks payable to: Carthon Choreography LLC. Outside of the event being canceled, sponsorship pledges are non-refundable and, unless otherwise specified, all ads are black and white. PLEASE NOTE: We do not accept alcohol, pornography, or tobacco-based ad sponsorships.

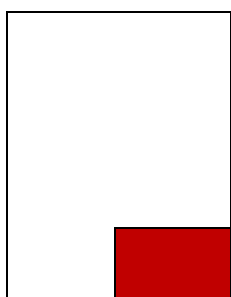


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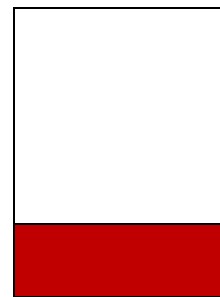
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Sponsorship Ad Size Specifications*

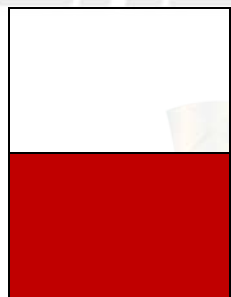
1/8 Ad: 2.75" (H) x 4.25" (W)



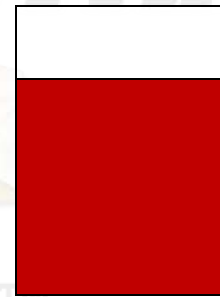
1/4 Ad: 2.75" (H) x 8.5" (W)



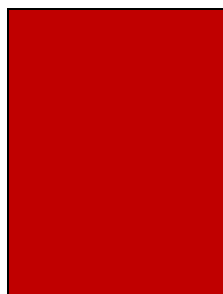
1/2 Ad: 5.5" (H) x 8.5" (W)



3/4 Ad: 8.25" (H) x 8.5" (W)



Full Page Ad: 11" (H) x 8.5 (W)



*Ad sizes will be slightly adjusted to fit within the booklet's physical and visual parameters. Unless otherwise specified, all ads are black and white. PLEASE NOTE: We do not accept alcohol, pornography, or tobacco-based ad sponsorships.