



Valued Laramie Business,

Poke Pride for the University of Wyoming can be felt throughout the campus and community year-round. There is a certain time of the year where this pride is particularly special as students, alumni, fans, staff, faculty, and the community come together to celebrate Homecoming because once a cowboy, always a cowboy.

Over Homecoming there are a variety of events to attend. These events range from student competitions to college open house celebrations, tailgate parties, downtown events, the annual Homecoming parade planned by the WYO-Gold Student Alumni Association, and much more. Through Homecoming registration alumni can update their contact information, pick up their event booklet and receive discounts to the University Store and UW Art Museum. While the University of Wyoming Alumni Association (UWAA) is in charge of overseeing Homecoming, there is a committee made up of university employees from a variety of campus departments that plan and prepare for this large event.

The kick-off to this exciting week centers on The Big Event, which is a large-scale, student run service day benefiting the Laramie community. This event is planned by a committee, separate from the Homecoming committee, of UW and city employees. It is coordinated through the Service, Leadership and Community Engagement Office (SLCE). The mission of this event is to dedicate a day out of the year to say "thank you" to the community for selflessly and patiently supporting UW students on a daily basis. Students participating in The Big Event serve the local community through small acts of service at local residents' homes, churches, schools, parks, and other locations across Laramie. These services include but are not limited to, raking leaves, washing windows, weeding flowerbeds, painting houses, planting trees, and other every day chores. Last year, 700 students volunteered to accomplish 2,800 hours of service at almost 100 locations. The Big Event strives to uphold the ideals of unity and service. The event is not about the number of jobs completed, or the number of students who participate each year. Instead, it is the interaction between students and residents, and the appreciation, unity and mutual respect that is developed that makes The Big Event such a unique project.

A large part of organizing a successful Big Event and Homecoming is through sponsorship opportunities; both in-kind and monetary. This is the first year opportunities are available to sponsor Homecoming. Creating awareness and engagement surrounding these events requires promotional items, brainstorming new and exciting activities, and much more. Please see the enclosed sponsorship form for details regarding each of the below levels. Sponsorship provides an opportunity for you to increase your brand awareness to those participating in The Big Event and Homecoming. It also highlights your support of UW in the community.

- » Bucking Horse and Rider (\$100-\$249)
- » Bronze Saddle (\$250-\$499)
- » Silver Spur (\$500-\$999)
- » Golden Buckle (\$1,000-\$1,999)
- » Title Sponsor (\$3,500)

We are excited to be planning the 4th annual Big Event and the 95th Homecoming at the University of Wyoming. We understand and are sensitive to the fact that you get asked often to support numerous worthy projects. However, if a sponsorship is of interest to you, please return the donation form by July 29, 2016.

Thank you for your consideration and please do not hesitate to contact us for more information or questions. For updates on The Big Event visit [uwyo.edu/the-big-event](http://uwyo.edu/the-big-event) and for updates on Homecoming, please visit [uwyo.edu/homecoming](http://uwyo.edu/homecoming).

Best in Brown & Gold,

Sagan Hunsaker  
Alternative Breaks/Volunteer Coord., SLCE  
(307) 766-2889  
[shunsake@uwyo.edu](mailto:shunsake@uwyo.edu)

Keener Fry  
Executive Director, UWAA  
(307) 766-4166  
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# THE BIG EVENT & HOMECOMING SPONSORSHIP LEVELS

## Bucking Horse & Rider (\$100-\$249)

### *The Big Event Inclusion*

- Social media recognition
- Listed on sponsorship page of The Big Event website
- Priority vendor table at The Big Event kick-off on October 1st, 2016

### *Homecoming Inclusions:*

- Homecoming website
- UW Alumni Association Homecoming press release

## Bronze Saddle (\$250-\$499)

### *The Big Event Inclusions:*

- Social media recognition
- Listed on sponsorship page of The Big Event website
- Logo printed on The Big Event promotional poster for students
- Logo printed on The Big Event promotional poster for community members

### *Homecoming Inclusions:*

- Homecoming website
- UW Alumni Association Homecoming press release
- UW Alumni Association Electronic Newsletter (August and September Issues)
- Homecoming events schedule booklet handed out at registration

## Silver Spur (\$500-\$999)

### *The Big Event Inclusions:*

- Social media recognition
- Listed on sponsorship page of The Big Event website
- Logo printed on The Big Event promotional poster for students
- Logo printed on The Big Event promotional poster for community members
- Logo printed on the stage banner for the day of The Big Event
- Logo printed on The Big Event t-shirts

### *Homecoming Inclusions:*

- Homecoming website
- UW Alumni Association Homecoming press release
- UW Alumni Association Electronic Newsletter (August and September Issues)
- Homecoming events schedule booklet handed out at registration
- UWyo Magazine Homecoming recap advertisement (UW Alumni Association section)
- Homecoming preregistration site

## Golden Buckle (\$1,000-\$1,999)

### *The Big Event Inclusions:*

- Social media recognition
- Listed on sponsorship page of The Big Event website
- Logo printed on The Big Event promotional poster for students
- Logo printed on The Big Event promotional poster for community members
- Logo printed on the stage banner for the day of The Big Event
- Logo printed on The Big Event t-shirts
- Listed in "thank you" advertisement published in the Laramie Boomerang
- Logo featured in the 2016 Big Event promotional video



# THE BIG EVENT & HOMECOMING SPONSORSHIP LEVELS

## *Homecoming Inclusions:*

- Homecoming website with a link to your business webpage
- UW Alumni Association Homecoming press release
- UW Alumni Association Electronic Newsletter (August and September Issues)
- Homecoming events schedule booklet handed out at registration and logo within the booklet
- UWyo Magazine Homecoming recap (UW Alumni Association section)
- Homecoming preregistration site
- Homecoming "thank you" in the UW Alumni Association Electronic Newsletter (October)
- Name included on Homecoming banner in the front yard of the Alumni House
- Front page of the UW Alumni Association website

## **Title Sponsor (\$3,500)**

### *The Big Event Inclusions:*

- Social media recognition
- Listed on sponsorship page of The Big Event website
- Logo printed on The Big Event promotional poster for students
- Logo printed on The Big Event promotional poster for community members
- Logo printed on the stage banner for the day of The Big Event
- Logo printed on The Big Event t-shirts
- Listed in "thank you" advertisement published in the Laramie Boomerang
- Logo featured in the 2016 Big Event promotional video
- Logo featured on yard signs distributed to Laramie residents leading up to The Big Event.

### *Homecoming Inclusions:*

- Homecoming website with a link to your business webpage with logo
- UW Alumni Association Homecoming press release
- UW Alumni Association Electronic Newsletter with logo (August and September Issues)
- Homecoming events schedule booklet handed out at registration and logo on the front cover
- UWyo Magazine Homecoming recap with logo (UW Alumni Association section)
- Homecoming preregistration site with logo
- Homecoming "thank you" in the UW Alumni Association Electronic Newsletter (October)
- Name with logo included on Homecoming banner in the yard of the Alumni House
- Front page of the UW Alumni Association website with logo
- Company name mentioned in 30 second KOWB radio advertisements by the UW Alumni Association Executive Director Keener Fry to run over Homecoming weekend
- Ride in the Homecoming parade with vehicle signage (limited to two people)
- Logo to appear on all print/electronic materials relating to Homecoming created by the Homecoming committee (these items may also be advertised on social media accounts)
- Name will be mentioned in any media interviews that the UW Alumni Association does in relation to Homecoming and logo may be added when permissible by media outlets



## MISSION

Through service oriented activities, The Big Event promotes campus and community unity, as University of Wyoming students come together for one day to express their gratitude for the support from the surrounding community.

## WHY?

Throughout the years, the community of Laramie has shown endless support for the students of UW. The Big Event's goal is to reciprocate that appreciation by serving residents. This year, on October 1st, 2016; University of Wyoming students will spend their Saturday morning completing service projects in the Laramie community. These jobs can include raking, painting, window washing, yard work and much more.

## CORE VALUES

The Big Event is an event that strives to uphold the ideals of unity and service. This one-day event is not based on socioeconomic need, but rather a way for the student body to express their gratitude to the entire community. It is important to remember The Big Event is not about the number of jobs completed or the number of students who participate each year. Instead, it is the interaction between students and residents, and the unity that results throughout the community that makes The Big Event such a unique project.

# Sponsorship Agreement

Please return Sponsorship Agreement and Donation by July 29, 2016

<b>DONOR INFORMATION</b>			<b>Date:</b>
<b>Contact Name:</b>		<b>Phone:</b>	
<b>Organization Name (If applicable):</b>			
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Email:</b>			
<b>Preferred individual who should be contacted regarding your sponsorship (include phone/email):</b>			

<b>DONATION INFORMATION</b>
<b>Please Circle Your Donation Level and State The Amount Being Donated:</b> Bucking Horse & Rider (\$100–\$249): _____ Bronze Saddle (\$250–\$499): _____ Silver Spur (\$500–\$999): _____ Golden Buckle (\$1,000–\$1,999): _____ Title Sponsor (\$3,500): _____
<b>IN-KIND DONATION INFORMATION FOR THE BIG EVENT</b>
<b>Description of Item(s):</b>
<b>Value of Item(s):</b>
<b>ARE YOU INTERESTED IN BEING A VENDOR AT THE BIG EVENT?</b>
_____YES    _____NO
<b>Questions/Comments:</b>
<i>*If you are interested in doing an in-kind donation for Homecoming, please contact Emily Cain with the UW Alumni Association.</i>

**Signature:**\_\_\_\_\_ **Date:**\_\_\_\_\_

Thank you for your donation to The Big Event and Homecoming 2016.

## Form and Donation Instructions:

Form and donation can be mailed to Sagan Hunsaker: Dept. 3625, 1000 E. University Ave., Laramie, WY 82071.

If you would like for the form and donation to be picked up, please contact Sagan Hunsaker (307) 766-2889. Please make checks payable to UW SLCE.

Questions with The Big Event Sponsorship Inclusions: Sagan Hunsaker, Alternative Breaks and Volunteer Programs Coordinator with the Service, Leadership and Community Engagement Office (SLCE) at [shunsake@uwyo.edu](mailto:shunsake@uwyo.edu) or (307) 766-2889.

Questions with the Homecoming Sponsorship Inclusions: Keener Fry, Executive Director of UW Alumni Association, at [hfry1@uwyo.edu](mailto:hfry1@uwyo.edu) or (307) 766-4166.