BY THE NUMBERS

$1.3 million
TOTAL RAISED IN 2019-2020 FOR NORFOLK COLLEGIATE

464
2019-20 NORFOLK COLLEGIATE PARENTS

3,068
NORFOLK COLLEGIATE ALUMNI

5,950
FOLLOWERS ON SOCIAL MEDIA
Sponsorship Investment Plan

There are a vast number of opportunities for organizations and families who are interested in maximizing their investment in Norfolk Collegiate. Your company or family have the opportunity to sponsor annually, make a one-time donation, or customize an ongoing donation. Marketing, advertising, branding and recognition will be based on your donation plan and is outlined in the enclosed information.

If your company chooses to donate time and/or in-kind donations, we can work with you to create a sponsorship rewards package that is right for you.

By investing in Norfolk Collegiate, your company will have the opportunity to interact with and engage our school community members in a variety of ways.

In addition to all of the event benefits listed on the following pages, all of our sponsors will receive the following benefits throughout the year:

- Special acknowledgment in the 2020-21 Annual Report
- Permission to include and distribute your company’s promotional materials at designated events
- Acknowledgement in Norfolk Collegiate’s special event e-blasts, sent to 900+ email addresses
- Acknowledgement on the Norfolk Collegiate’s social media accounts
- Company logo listed on events page of Norfolk Collegiate’s website with link to company website

For further questions, please email Lil Acosta at lacosta@norfolkcollegiate.org or call 757.480.2348.
Special Events Summary

We welcome our annual sponsors to be a part of our special events throughout the year! From engaging with our alumni and parents of alumni to current families and faculty, this program allows you to showcase your company or engage with our community in an exciting way!

Annual Auction*
October 13 - October 17, 2020
The Annual Auction is Norfolk Collegiate’s largest fundraiser of the year, and this year, we are thrilled to bring this event to you VIRTUALLY! Join in on the bidding from the comfort of your own home straight from your phone or computer! This will allow our entire community to be in on the action and welcome a larger audience. The auction planning committee collects silent and live auction items, including gift certificates, sporting event packages, jewelry and more! In 2019, guests invested over $54,000 on 20 packages.

Day of Giving
March 19, 2021
Join Norfolk Collegiate for our second Day of Giving in support of everything that makes our students exceptional! For 24 hours, parents, alumni, students, faculty and friends of Norfolk Collegiate around the country will come together to celebrate and support the school. As a sponsor, your commitment will drive the challenge with matching gifts, hourly challenges and recognition throughout the day’s events.

Spring Sports Fair Weekend*
April 30 & May 1, 2021
COVID-19 has impacted the school in many ways. Moving to a new season, Spring Sports Fair is our exciting spin on the traditional Fall Fair & Homecoming Weekend for 2020-21! Kickoff the Spring Sports Fair Weekend at our annual Taste of Collegiate on Friday night. This outdoor event includes music, food and libations for our adult guests to enjoy outside of the Meredith Center for the Arts. Spring Sports Fair will be held on Saturday and bring together the community for a fun day for the entire family!

*Due to health and safety guidelines, in person events are subject to change.
PLATINUM SPONSORSHIP BENEFITS
TOTAL INVESTMENT $10,000

The Platinum level sponsor will receive sponsorship benefits at each of the special events listed below as well as the following:

- Company banner (provided by sponsor) to be displayed during each of the listed special events
- Special acknowledgement as a platinum sponsor in the 2020-21 Annual Report
- Permission to include and distribute your company’s promotional items (pens, koozies, balls, cups, etc.) at designated events throughout the year
- Company logo listed on all Norfolk Collegiate development office e-blasts and printed material
- Company listed in the Norfolk Collegiate business directory sent to the entire database throughout the year
- Acknowledgement on Norfolk Collegiate social media accounts
- Company logo listed on Norfolk Collegiate’s website with link to company website
- Ability to partner with the school to use student volunteers
- Listed on all material related to LEAP Term 2020-21 with the opportunity to introduce keynote & session speakers
- 4 invitations to Head of School Reception in Fall 2020*
- Other promotional opportunities may be arranged with the development office

**Annual Auction** - October 13 - October 17, 2020

- Eight tickets to a sponsor-only auction celebration on Saturday, Oct. 17 at 6 p.m. Location TBD
- Full page ad on the inside or back cover of the auction booklet to be mailed to current families
- Prominent name recognition in the sponsorship listing in the auction booklet
- Verbal and digital recognition as an auction sponsor

**Day of Giving - March 19, 2021**

- Video recognition on Day of Giving platform and social media
- Events named for your organization throughout the day
- Select hours sponsored by your organization with social media presence and recognition

**Spring Sports Fair Weekend** - April 30 & May 1

- Two tickets to Taste of Collegiate on Friday, April 30
- Company/name prominently located on back of Spring Sports Fair T-shirt
- Two lawn signs to be displayed during weekend festivities
- Four play-all-day passes to Spring Sports Fair on Saturday, May 1
- Four Spring Sports Fair T-shirts
- Verbal recognition during weekend festivities

*Due to health and safety guidelines, in person events are subject to change.
GOLD SPONSORSHIP BENEFITS
TOTAL INVESTMENT $5,000

The Gold level sponsor will receive sponsorship benefits at each of the special events listed below as well as the following:

- Special acknowledgement as a gold sponsor in the 2020-21 Annual Report
- Permission to include and distribute your company's promotional items (pens, koozies, balls, cups, etc.) at designated events throughout the year
- Company logo listed on all Norfolk Collegiate development office e-blasts and printed material
- Acknowledgement on Norfolk Collegiate social media accounts
- Company logo listed on Norfolk Collegiate’s website with link to company website
- Company listed in the Norfolk Collegiate business directory sent to the entire database throughout the year
- Ability to partner with the school to use student volunteers
- 2 invitations to Head of School Reception in Fall 2020*
- Other promotional opportunities may be arranged with the development office

Annual Auction*- October 13 - October 17, 2020
- Eight tickets to a sponsor-only auction celebration on Saturday, Oct. 17 at 6 p.m. Location TBD
- Full page ad in the auction booklet with opportunity to place a coupon to be mailed to current families
- Prominent name recognition in the sponsorship listing in the auction booklet

Day of Giving - March 19, 2021
- Video recognition on Day of Giving platform and social media
- Select hours sponsored by your organization with social media presence and recognition

Spring Sports Fair Weekend* - April 30 & May 1
- Two tickets to Taste of Collegiate on Friday, April 30
- Company/name prominently located on back of Spring Sports Fair T-shirt
- Two lawn signs to be displayed during weekend festivities
- Four play-all-day passes to Spring Sports Fair on Saturday, May 1
- Four Spring Sports Fair T-shirts
- Verbal recognition during weekend festivities

*Due to health and safety guidelines, in person events are subject to change.
SPECIAL EVENTS SILVER BENEFITS
SILVER EVENT SPONSOR - $2,500

The silver level sponsor will receive sponsorship benefits at each of the special events listed below as well as the following:

- Special acknowledgement as a silver sponsor in the 2020-21 Annual Report
- Permission to include and distribute your company's promotional items (pens, koozies, balls, cups, etc.) at designated events throughout the year
- Acknowledgement on Norfolk Collegiate social media accounts
- Company logo listed on Norfolk Collegiate’s website with link to company website
- Company listed in the Norfolk Collegiate business directory sent to the entire database throughout the year
- Other promotional opportunities may be arranged with the development office

**Annual Auction* - October 13 - October 17, 2020**
- Four tickets to a sponsor-only auction celebration on Saturday, Oct. 17 at 6 p.m. Location TBD
- Full page ad in the auction booklet to be mailed to current families
- Prominent name recognition in the sponsorship listing in the auction booklet

**Day of Giving - March 19, 2021**
- Video recognition on Day of Giving platform and social media
- Select hours sponsored by your organization with social media presence and recognition

**Spring Sports Fair Weekend* - April 30 & May 1**
- Two tickets to Taste of Collegiate on Friday, April 30
- Company/name prominently located on back of Spring Sports Fair T-shirt
- One lawn sign to be displayed during weekend festivities
- Two play-all-day passes to Spring Sports Fair on Saturday, May 1
- Two Spring Sports Fair T-shirts

*Due to health and safety guidelines, in person events are subject to change.
The bronze level sponsor will receive sponsorship benefits at each of the special events listed below as well as the following:

- Special acknowledgement as a bronze sponsor in the 2020-21 Annual Report
- Permission to include and distribute your company's promotional items (pens, koozies, balls, cups, etc.) at designated events throughout the year
- Acknowledgement on Norfolk Collegiate social media accounts
- Company logo listed on Norfolk Collegiate's website with link to company website
- Company listed in the Norfolk Collegiate business directory sent to the entire database throughout the year
- Other promotional opportunities may be arranged with the development office

**Annual Auction - October 13 - October 17, 2020**

- Two tickets to a sponsor-only auction celebration on Saturday, Oct. 17 at 6 p.m. Location TBD
- Half page ad in the auction booklet to be mailed to current families
- Prominent name recognition in the sponsorship listing in the auction booklet

**Day of Giving - March 19, 2021**

- Video recognition on Day of Giving platform and social media
- Select hours sponsored by your organization with social media presence and recognition

**Spring Sports Fair Weekend* - April 30 & May 1**

- Two tickets to Taste of Collegiate on Friday, April 30
- Company/name prominently located on back of Spring Sports Fair T-shirt
- One lawn sign to be displayed during weekend festivities
- One play-all-day passes to Spring Sports Fair on Saturday, May 1
- One Spring Sports Fair T-shirts

*Due to health and safety guidelines, in person events are subject to change.*
Sponsorship Agreement

Thank you for your support of the Norfolk Collegiate Sponsorship Program and the special events of the 2020-21 school year! Because of you, these events allow our students to make memories, build relationships between adults in the community and supplement the Collegiate Fund.

I agree to support the Norfolk Collegiate Sponsorship Program at the level checked below:

[ ] Platinum Sponsor - $10,000
[ ] Gold Sponsor - $5,000
[ ] Silver Sponsor - $2,500
[ ] Bronze Sponsor - $1,000

Company Name for Sponsorship Listing

Contact Name & Number

Contact Email

Signature  Date

Payment Options:  [ ] Check Enclosed  [ ] Credit Card

Credit Card Number

Expiration Date (Month/Year)  Security Code  Billing Zip Code

Cardholder's Name  Signature & Date

I prefer to pay:

[ ] One-Time Donation by September 15, 2020
[ ] Quarterly Donation (September, December, March and June)
OUR MISSION

Norfolk Collegiate develops critical thinkers, doers and explorers through innovative, engaging instruction in an inclusive and supportive learning community.