



Dear Community Partner,

We are excited to announce that the 2nd annual Denton Back to School Fair will be held Saturday, August 10, 2019 at UNT Gateway Center. At the fair, students receive free school supplies, health information and screenings, haircuts, and free food and games. Your sponsorship for the Denton Back to School Fair would help us ensure that all Denton students have a successful start to the school year.

The Denton Back to School Fair is a collaboration of local people and various organizations that want to help families and their students as they prepare for going back to school. Our team is looking to partner with local businesses, churches, nonprofits, and civic groups to provide the essential supplies and services for students who are struggling with financial hardship.

Currently, one in five children in North Texas lives in poverty. Through our local partnerships, our goal is to give away school supplies to over 4,000 students in the Denton area. Last year, we assisted more than 3,000 students with supplies. We strive to serve every student who attends, but we depend on financial support from businesses and organizations like yours.

Attached is information about sponsorship levels, including the levels of support and the benefits at each level. Please fill out the support form on the back of this letter and return it to United Way of Denton County office **by July 5, 2019**. United Way of Denton County is serving as fiscal agent for the Denton Back to School committee. All money collected goes directly back to providing supplies and services at the Denton Back to School Fair.

Please feel free to contact Alicia McElroy at [alicia@unitedwaydenton.org](mailto:alicia@unitedwaydenton.org) or 940-566-5851 x119 should you have any questions or need additional information.

Your support is greatly appreciated and we look forward to working with you to help students in our community start the year off right!

Sincerely,  
*Denton Back to School Fair Committee*



## Sponsorship Levels

### **Platinum Sponsor: \$7,500+ (school supplies for 300+ children)**

- Company name and logo displayed prominently on fair banner at the event
- Company name and logo on website and social media (links back to company site or FB page)
- Company name and logo on sponsor banners, all marketing materials and press releases, and event-related printed materials
- Promotion in pre and post email campaigns to participants and volunteers
- Company name and logo listed on the "Sponsors Sheet" placed in each backpack
- Opportunity to distribute printed materials and promotional items at the vendor/community partner fair (\$250 value)
- Live mentions by DJ at the event

### **Gold Sponsor: \$5,000 (school supplies for 200 children)**

- Company name and logo displayed on fair banner at the event
- Company name and logo on website and social media (links back to company site or FB page)
- Company name on sponsor banners, marketing materials and press releases, and event-related printed materials
- Promotion in pre and post email campaigns to participants and volunteers
- Company name listed on the "Sponsors Sheet" placed in each backpack
- Opportunity to distribute printed materials and promotional items at the vendor/community partner fair (\$250 value)
- Live mentions by DJ at the event

### **Silver Sponsor: \$2,500 (school supplies for 100 children)**

- Company name and logo displayed on fair banner at the event
- Company name on website and social media (links back to company site or FB page)
- Company name on sponsor banners and marketing materials
- Company name listed on the "Sponsors Sheet" placed in each backpack
- Opportunity to distribute printed materials and promotional items at the vendor/community partner fair (\$250 value)

### **Bronze Sponsor: \$1,000 (school supplies for 40 children)**

- Company name on website and social media
- Company name on sponsor banners
- Opportunity to distribute printed materials and promotional items at the vendor/community partner fair (\$250 value)

### **Supporter: \$250 (school supplies for 20 children)**

- Company name on website and social media

# Denton Back to School Fair

August 10, 2019

UNT Gateway Center

## Sponsorship Agreement

Business/Organization Name:		
Contact Person's Name:		
Address:		
City:	State:	Zip:
E-mail:	Phone:	

### Sponsorship Level:

- Platinum Sponsor**                      **\$7,500 +**
- Gold Sponsor**                              **\$5,000 - \$7,499**
- Silver Sponsor**                            **\$2,500 - \$4,999**
- Bronze Sponsor**                         **\$1,000 - \$2,449**
- Supporter**                                 **\$250 - \$999**

**Donation Amount \$** \_\_\_\_\_

Please enclose a check made payable to **United Way of Denton County** (fiscal agent for the Denton Back to School Fair Committee) with **Denton Back to School** written in the Memo Line. See attached document for benefits associated with sponsorship levels. **Return by July 5, 2019.**

**Signature of Sponsor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

If your sponsorship level benefits include your logo being displayed, email your logo to [alicia@unitedwaydenton.org](mailto:alicia@unitedwaydenton.org).

If you have any questions, contact Alicia McElroy at [alicia@unitedwaydenton.org](mailto:alicia@unitedwaydenton.org) or (940)566-5851 x119

**Email completed form to:** Alicia McElroy at [alicia@unitedwaydenton.org](mailto:alicia@unitedwaydenton.org) OR

**Mail completed form to:**

United Way of Denton County  
Attn: Denton Back to School Fair  
1314 Teasley Lane  
Denton, TX 76205