

# MANASSAS MALL

## 2009 School Spirit Event Event Overview

**What:** Manassas Mall will host a School Spirit Event on Saturday, September 26, 2009 from 10am – 4pm. This event will feature:

- Area elementary school, middle school and high school PTA's/PTSA's and booster groups promoting their fundraising efforts
- A fashion show
- A Battle of the Bands
- Activities for the whole family
- Store specials
- Much more!

**Who:** The target demographic for this event is teenagers between the ages of 12 – 18 within the Prince William County, Manassas City and Manassas Park school systems. The event will be open to participation from all elementary, middle and high school booster groups in the Prince William County, Manassas City and Manassas Park area.

**When:** Saturday, September 26, 2009

**Where:** Throughout Manassas Mall

### How will sponsorship benefit your business?

- Builds brand awareness with a highly sought-after demographic.
- Provides a venue for direct, onsite interaction with an audience already in a buying mindset.
- Allows your business to take advantage of over \$20,000 worth of advertising for this event.

**Macy's, JCPenney, Sears, Target, H&M and over 100 Fine Stores**  
Shopping Line: 703.368.0181 • ManassasMall.com • 8300 Sudley Rd./Rt. 234, Manassas, VA

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**Wal★Mart Coming 2009**

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## 2009 School Spirit Event Sponsorship Opportunities

### School Spirit Event Presenting Sponsor

Sponsorship Cost: \$1,500

Sponsorship benefits include:

- Complimentary exhibit space in prime location
- Opportunity to have a marketing team on-site to distribute marketing materials and product samples for the duration of the event
- Inclusion in event press release as presenting sponsor that will be distributed to all major media outlets in the Prince William Area
- Exclusivity as the only presenting sponsor in the sponsor specific business category
- Prominent logo placement and listing as the presenting sponsor in print advertisements featured in The Gainesville Times and Fauquier Times-Democrat
- Prominent logo placement and listing as the presenting sponsor on the program distributed at the event (distribution 750 – 1,000)
- Prominent logo placement and listing as the presenting sponsor on posters displayed in the mall
- Prominent logo placement and listing as the presenting sponsor on event signage displayed in the mall
- Prominent logo placement, listing and link as the presenting sponsor on e-mail blasts distributed prior to the event
- Prominent logo placement, listing and link as the presenting sponsor on the manassasmall.com events page

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## **School Spirit Event Stage Sponsor (*One Available*)**

Sponsorship Cost: \$1,000

- Complimentary exhibit space in stage area
- Opportunity to have a marketing team on-site to distribute marketing materials and product samples for the duration of the event
- Opportunity to host an activity in the pep-rally area to promote the unique products and services that your business has to offer
- Logo inclusion and listing as the pep-rally sponsor in print advertisements featured in The Gainesville Times and Fauquier Times-Democrat
- Logo inclusion and listing as the pep-rally sponsor on the program distributed at the event (distribution 750 – 1,000)
- Logo inclusion and listing as the pep-rally sponsor on event signage displayed in the mall
- Logo inclusion, listing and link as the pep-rally sponsor on e-mail blasts distributed prior to the event
- Logo listing and link as the pep-rally sponsor on the manassasmall.com events page

## **School Spirit Event Educational Activity Sponsor (*One Available*)**

Sponsorship Cost: \$1,000

- Complimentary exhibit space in educational activity area
- Opportunity to have a marketing team on-site to distribute marketing materials and product samples for the duration of the event
- Opportunity to host education activity to promote unique educational products and services that your business offers the community
- Logo inclusion and listing as the educational activity sponsor in print advertisements featured in The Gainesville Times
- Logo inclusion and listing as the educational activity sponsor on the program distributed at the event (distribution 750 – 1,000)
- Logo inclusion and listing as the educational activity sponsor on event signage displayed in the mall
- Logo inclusion, listing and link as the educational activity sponsor on e-mail blasts distributed prior to the event
- Logo listing and link as the educational activity sponsor on the manassasmall.com events page

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## 2009 School Spirit Event Sponsorship Commitment Form

To ensure that your company receives all benefits associated with the sponsorship, please return this form as soon as possible.

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Organization	Contact Name	Date
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Mailing Address	City	State	Zip
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Phone	Fax	Email
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### Total Commitment\*:

\_\_\_\_\_ Presenting Sponsor \$ 1,500

\_\_\_\_\_ Stage Sponsor \$ 1,000

\_\_\_\_\_ Educational Activity Sponsor \$ 1,000

\*Sponsorships do not have to be paid in cash. If you are interested in providing "in-kind" services in exchange for being listed as a sponsor such as advertising space in your publication, hosting educational activities throughout the day or other services or items, please indicate that information below:

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Please return to:

Melissa Hendrickson  
Event Manager, 2009 Manassas Mall School Spirit Event  
9117 Silver Pointe Way  
Fairfax Station, VA 22039  
Phone: (703) 690-2329 Fax: (800) 718-4703

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