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## Project Makeover Hampton Roads Sponsorships Opportunities

Project Makeover Hampton Roads is a collaborative community initiative by The Junior League of Norfolk-Virginia Beach, tHrive Young Professionals and the Urban Renewal Center. Its purpose is to create a more dynamic learning environment for students in Hampton Roads. We plan to accomplish this goal by bringing together more than 200 volunteers to makeover one school every summer.

This year's makeover is scheduled for August 17-19, 2018 at Jacox Elementary School in Norfolk, VA. Jacox is a Title 1 school with over 98% of their students coming from low-income households. Volunteers will have the opportunity to create positive change for Jacox's students and staff through various projects including landscaping, painting murals through the hallways and bathrooms, revamping the school library, and revitalizing the school playgrounds.

Project Makeover Hampton Roads (PMHR) is actively seeking sponsorships and in-kind donations to ensure a successful makeover weekend. In recognition of our generous sponsors, the PMHR Presenting Partners will promote your support and provide corresponding benefits at each level. Sponsorships may consist of a cash contribution, in-kind gift, or a combination of such support. All contributions will be 100% tax deductible. If you have any questions, we welcome you to email us at [projectmakeoverhr@gmail.com](mailto:projectmakeoverhr@gmail.com).

Thank you for your consideration of financial support for Project Makeover Hampton Roads. We look forward to working with you soon!

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# platinum - \$5,000 (one opportunity available)

### RECOGNITION

- Prominent recognition as a "Platinum" sponsor in all promotional material and media relations
- Corporate spotlight on social media from all three PMHR Presenting Partners
- Opportunity to participate as a guest host on a FB Live during PMHR makeover weekend
- Opportunity to give welcome speech at PMHR Reveal Day (Friday, August 31 at 1:00pm)
- Opportunity to collaborate with PMHR Art Team to sponsor entryway or front office mural
- Corporate recognition within selected mural

### PROMOTION:

- Logo placement on PMHR website with direct link to company website
- Logo placement on all printed and promotional material
- Logo placement on volunteer t-shirts
- Opportunity to hang company banner during PMHR makeover weekend



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- Opportunity to include promo items at hospitality table during PMHR makeover weekend
- 1/2 page ad space on Reveal Day ceremony program
- 1/4 page ad space in URC's The Hill magazine publication
- Digital banner ad in each of the PMHR Presenting Partners' e-newsletters (three ads total)
- Facebook and Instagram posts throughout summer months leading up to makeover weekend

#### EVENTS:

- Two invitations to PMHR donor recognition party
- Opportunity to present or set up a table display at one (1) JLNVB General Membership Meeting

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*gold - \$2,500 (two opportunities available)*

#### RECOGNITION

- Recognition as a "Gold" sponsor in all promotional material and media relations
- Corporate spotlight on social media
- Opportunity to participate as a guest host on a FB Live during PMHR makeover weekend
- Opportunity to collaborate with PMHR Art Team to sponsor one hallway mural
- Corporate recognition within selected mural

#### PROMOTION:

- Logo placement on PMHR website with direct link to company website
- Logo placement on all printed and promotional material
- Logo placement on volunteer t-shirts
- Opportunity to hang company banner during PMHR makeover weekend
- Opportunity to include promo items at hospitality table during PMHR makeover weekend
- 1/2 page ad space on Reveal Day event program
- One (1) digital banner ad in two of the PMHR Partners' e-newsletters
- Facebook and Instagram posts throughout summer months leading up to makeover weekend

#### EVENTS:

- Two invitations to PMHR donor party
  - Opportunity to present or set up a table display at one (1) JLNVB General Membership Meeting
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## silver - \$1,000

### RECOGNITION

- Recognition as a “Silver” sponsor in all promotional material
- Opportunity to collaborate with PMHR Art Team to sponsor one hallway mural
- Corporate recognition within selected mural

### PROMOTION:

- Company name on PMHR website
- Company name on all printed and promotional material
- Logo placement on volunteer t-shirts
- Opportunity to include promo items at hospitality table during PMHR makeover weekend
- Company logo in Reveal Day event program
- One (1) digital banner ad in one of the PMHR Presenting Partners’ e-newsletters
- Facebook and Instagram posts throughout summer months leading up to makeover weekend

### EVENTS:

- Two invitations to PMHR donor party

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## bronze - \$500

### RECOGNITION

- Recognition as a “Bronze” sponsor in all promotional material

### PROMOTION:

- Company name on PMHR website
- Company name on volunteer t-shirts
- Company logo in Reveal Day event program
- Facebook and Instagram posts throughout summer months leading up to makeover weekend

### EVENTS:

- Two invitations to PMHR donor party



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## *school advocate - \$250*

### **RECOGNITION**

- Recognition as a “school advocate” sponsor in all promotional material

### **PROMOTION:**

- Company name on PMHR website
- Company name listed in Reveal Day event program
- Facebook and Instagram posts throughout summer months leading up to makeover weekend

### **EVENTS:**

- Two invitations to PMHR donor party

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## *in-kind donation*

- In-kind sponsors are recognized at the level equivalent to 50% of the retail value of equipment/products/services.
- Our in-kind needs for PMHR include: short-term use of power tools and landscaping equipment, building supplies and materials, food and drink for our volunteers and videography services.
- Please contact us at [projectmakeoverhr@gmail.com](mailto:projectmakeoverhr@gmail.com) to discuss how your company can become an in-kind sponsor for our makeover weekend.



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## Project Makeover Hampton Roads 2018 Sponsorship Commitment Form

**Business Name:** *(as you would like it to appear in promotional material)*

\_\_\_\_\_

Contact Name:

\_\_\_\_\_

Address:

City, State, Zip:

\_\_\_\_\_

Phone:

Email:

\_\_\_\_\_

### SPONSORSHIP TYPE:

- \$5,000 Platinum Level
- \$2,500 Gold Level
- \$1,000 Silver Level
- \$500 Bronze Level
- \$250 School Advocate
- In-Kind Donation (specify):  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT:

- Check payable to: Urban Renewal Center (must include "Project Makeover" on memo line):
- Visa or Mastercard (circle one):

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

### SIGNATURE:

\_\_\_\_\_

*By signing this agreement, we wish to become a sponsor of Project Makeover Hampton Roads and the benefits it provides and agree to provide donations prior to the event.*

### ARTWORK:

Artwork for your company logo must be provided as follows: Website: color JPG file at least 72 dpi; Printed materials: EPS format in color or black and white (no grayscale) 300 dpi JPG file. If your artwork is not provided as indicated, your logo cannot be included. In lieu of a logo, you will receive a line listing your company's name. Please email artwork to: [projectmakeoverhr@gmail.com](mailto:projectmakeoverhr@gmail.com) and include sponsorship level in subject line.

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Please complete the form and send to [projectmakeoverhr@gmail.com](mailto:projectmakeoverhr@gmail.com).  
Remit payment to: The Urban Renewal Center, ATTN: Project Makeover Hampton Roads  
820 Colonial Ave, Norfolk, VA 23507