



NEWH 2017 BOWLING FUNDRAISER -CALL FOR SPONSORS- *Theme: "Awkward Family Portraits"*

Dear Valued Members and Partners:

On behalf of the 2017 NEWH Atlanta Board of Directors, we would like to invite you to join us on **Thursday, April 20th** as we host our annual **NEWH Bowling Fundraiser**. The event will be held from **6:00-10:00 pm at BowlMor, located at 2175 Savoy Drive, Atlanta, GA 30341 (770) 451-8605**.

NEWH is an International, Non-Profit organization which began in 1984, and has grown to be the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.

Due to the event's success over the last few years, the bowling classic has now become one of our chapter's three scholarship fundraisers. The event is one of the most highly anticipated and attended events of the year! This is a closed event to sponsors and their guests only so it is a wonderful opportunity for our vendor partners to network and connect with the A&D community.

In effort to keep things fresh and make the event even more entertaining, the theme for this year's bowling fundraiser will be **Awkward Family Portraits!** As a lane event sponsor, we require you create a team name that corresponds with this year's theme. In addition to a team name, team spirit and dress is encouraged. The more fun you can make the dress as it pertains to the name theme, the better! So, have fun with it and get creative! **Prizes will be awarded for the most creative team name and most spirited dress!!**

**Note that any outfits, props, etc. needed for the team's dress are to be provided by the sponsoring vendor and is not included in the sponsorship cost.*

AVAILABLE SPONSORSHIP LEVELS

1. TEAM LANE SPONSOR: \$700.00/Lane (32 Available Lanes)

Note that lanes may be split between two parties/vendors only

Your Sponsorship Includes:

- Entry for 8 people per lane (only 6 people may bowl)
- Shoe rental for 6 bowlers
- Food and refreshments **Note that two pitchers of beer will be provided for each lane. All other alcoholic beverages are NOT included in this sponsorship and may be purchased via tab at the bar per each individual lane.*
- Parking
- Various prizes will be awarded to winning teams
- Commemorative team photos to be provided
- Team name and Sponsor Logo displayed on large TV screens throughout the facility
- Your company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

2. ALCOHOL SPONSOR: \$700.00 (3 Available)

Your Sponsorship Includes:

- Event Entry for 2
- Food and refreshments for 2 attendees
- Sponsoring company logo on custom commemorative beer cups distributed at each bowling lane
- Sponsoring company logo on banners at bar area
- Sponsoring company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

3. TROPHY SPONSOR: \$500.00 (1 Available)

Your Sponsorship Includes:

- Event Entry for 2
- Food and refreshments for 2 attendees
- Sponsor will award trophies to winning teams (trophy categories TBD)
- Sponsoring company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

4. DESSERT SPONSOR: \$400.00 (2 Available)

Your Sponsorship Includes:

- Event Entry for 2

- Food and refreshments for 2 attendees
- Sponsoring company logo on banners at dessert tables (2 tables)
- Sponsoring company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

WHAT WE NEED FROM YOU IF YOU WISH TO SPONSOR:

1. Signed sponsorship agreement form (attached)
2. Team Information form if sponsoring a bowling team (please include with your agreement form)
3. Payment in the form of either:
 - Check made out to NEWH Atlanta
 - Credit card number and information listed on form
4. High-resolution logo of sponsoring company

EVENT SCHEDULE:

6:00 – 7:00	Registration and Lane Assignment (entire team must be present)
6:30 – 7:00	Open Bowl/Practice
7:00 – 9:00	Bowling Competition
9:00 – 10:00	Awards Ceremony & Socializing

If you are interested in sponsorship for this event, please fill out the enclosed Sponsorship Agreement Form and return to my attention. There are **32** lanes available and they will go quickly! **The deadline for sponsorship is Friday, April 14th, 2017.** Thank you for your continued support of NEWH as it is the key factor to the organization's success!

In the spirit of networking,

Michael Uhler, Fundraising Director
Joel Robinson, Fundraising Chairperson

NEWH/Atlanta Chapter
newhatfundraisingchair@gmail.com
joel@jrareps.com



NEWH BOWLING SPONSOR AGREEMENT & PAYMENT FORM

Event Date: April 20th, 2017 - 6:00-10:00 PM

PAYMENT FORM

Company: _____

Contact Person: _____

Address: _____ City, State Zip: _____

Phone: _____ Email: _____

What type of sponsorship are you interested in: _____

TEAM BOWLING NAME: _____

(please see last page of attachment for team members form)

Check (Make payable to NEWH/Atlanta)

Mail to: Joel Robinson
370 Gunston Hall Circle
Alpharetta, GA 30004

Credit Card: (check one) AMEX VISA MASTERCARD

SEND CC FORM TO: joel@jrareps.com or newhatfundraisingchair@gmail.com

Name on Card: _____ Signature: _____

Address: _____ City/State/Zip: _____

Card #: _____ Exp: _____ Code: _____

TOTAL AMOUNT TO BE CHARGED \$ _____

Sponsorships are sold on a first come-first served basis and are NOT held until receipt of sponsorship agreement and payment form. We request that all forms and payment be received by **April 14th, 2017. We sincerely appreciate your support of this event!**

SPONSORSHIP QUESTIONS & SUBMISSIONS:

Please contact Joel Robinson at joel@jrareps.com or newhatfundraisingchair@gmail.com

Sponsorship Agreement

Sponsoring Company: _____
Please submit with proper capitalization and spacing, EXACTLY as it should appear on all published event materials.

Sponsor Representative: _____ Contact #: _____

Mailing Address: _____

Email Address: _____ Website: _____

Alternate Sponsor Representative: _____ Contact #: _____

Please indicate your level of sponsorship:

I, the undersigned, as a representative of the sponsoring company listed above, authorize NEWH Atlanta to use the Company name _____, logo, photos, on documents, signage, advertisement, related to the NEWH Atlanta golf tournament. I also understand that by signing this form, I agree to ensure that payment for the event listed above will be made. I, the undersigned authorize NEWH Atlanta to use event photos for further NEWH promotions.

Sponsor Representative Name (Printed)

Sponsor Representative (Signature/Date)

GOVERNING LAW: *This agreement will be governed by and construed in accordance with the laws of the State of GA.*

ENTIRE AGREEMENT: *This Agreement and any and all exhibits (prospective – future action) and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH Atlanta Sponsor and Vendor Kit, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.*

Please complete Sponsorship Agreement and mail or email in with your Payment Agreement Form

Please email a high-resolution company logo (jpg) to Joel Robinson

Exact Name to appear on signage: _____

TEAM MEMBERS:

(Please provide team player names below)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.