



**SPONSORSHIP DETAILS: 9th Annual VIRTUAL Lucky Duck Race**

**Sponsor our 501c3 non-profit and help families move from surviving to THRIVING!**

**Questions: Contact Executive Director Catlin Hale at 214.538.3585 or [catlin@thissideupfamily.org](mailto:catlin@thissideupfamily.org)**

<b>EVENT SUMMARY</b>			
<b>Event Name</b>	9 <sup>th</sup> Annual VIRTUAL Lucky Duck Race	<b>Min Attending</b>	200
<b>Event Date</b>	August 1, 2020	<b>Max Attending</b>	500
<b>Event Time</b>	2:00 pm	<b>Facebook Event Posts</b>	30
<b>Event Location</b>	<a href="http://www.facebook.com/ThisSideUpFamily">www.facebook.com/ThisSideUpFamily</a>	<b>Website</b>	3 Links
<b>Event Description</b>	We planned to have our annual duck race in person but Corona Virus had other plans. We are re-imagining the duck race to a two month duck event with opportunities for families to engage with us at home!	<b>Email Marketing</b>	5 Emails + Recurring Emails for 3 months
<b>Hashtags</b>	#TSUF #TSUFDuckRace2020	<b>Promo Material Distributed</b>	

<b>PROMOTIONAL MARKETING REACH</b>			
<b>Pre-Event Print Material</b>	*50 branded yard signs to be distributed all over Plano	<b>Social Media</b>	6,000
<b>Community Partnerships</b>	1000	<b>Email Marketing</b>	5,000

\*Only for Yard Flocking Sponsor

<p><b>Event Title Sponsor \$1,000</b></p> <ul style="list-style-type: none"> <li>Title becomes "YOUR NAME and TSUFamily present the 9<sup>th</sup> Annual VIRTUAL Lucky Duck Race.</li> <li>All Event marketing/PR will have Sponsor Info</li> <li>Sponsor invited to share company info on Facebook video day of event</li> <li>30 second commercial during Facebook event by Emcee</li> <li>Listed as Sponsor on website + newsletter + social media</li> <li>Included in Press Release as a Family-Focused Community Supporter</li> <li>Your logo on our weekly emails (for 6 months)</li> </ul>	<p><b>First Place Prize Sponsor \$500</b></p> <ul style="list-style-type: none"> <li>Name/Logo on publicity materials as \$500 First Place Sponsor</li> <li>CHECK PRESENTATION to Winner on Day of Event via Facebook video!</li> <li>30 second commercial during event by DJ/MC</li> <li>Listed as Sponsor on website and through social media</li> <li>Included in Press Release as a Family-Focused Community Supporter</li> <li>Your logo on our weekly emails during event promotion</li> </ul>
<p><b>Yard Flocking Sign Sponsor \$500</b></p> <ul style="list-style-type: none"> <li>Name/Logo/Website/Contact Information on 50 yard signs distributed around the city of Plano and an additional 5 mile radius</li> <li>30 second commercial during Facebook event by DJ/MC</li> <li>Listed as Sponsor on website and through social media</li> <li>Included in Press Release as a Family-Focused Community Supporter</li> <li>Your logo on our weekly emails during event promotion</li> </ul>	<p><b>Third -Sixth Place Prize Sponsor \$200</b></p> <ul style="list-style-type: none"> <li>Sponsor will provide \$200 to be used towards Gift Cards to Local Businesses for Second-Fifth Place Duck Race Winners (\$50 each)</li> <li>Name/Logo on publicity materials as sponsor</li> <li>30 second commercial during event by DJ/MC</li> <li>Listed as Sponsor on website and through social media</li> <li>Included in Press Release as a Family-Focused Community Supporter</li> </ul>
<p><b>Family Duck Portrait Prize Sponsor \$150</b></p> <ul style="list-style-type: none"> <li>Sponsor will provide \$150 to be used towards Gift Cards to local businesses for Critics Choice, People's Choice, and Participation Winners (\$50 each)</li> <li>Listed as Sponsor on website + social media</li> <li>Included in Press Release</li> <li>Sponsor can participate on judge's panel for Critic's Choice and announce winner.</li> </ul>	<p><b>ThisSideUpFamily Program Sponsor \$100</b></p> <ul style="list-style-type: none"> <li>Included in Press Release</li> <li>Listed as Sponsor on website OR social media</li> <li>15 Second commercial during event by DJ/MC</li> </ul>

**Thank you for supporting and strengthening families in your community!!!**

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**SPONSORSHIP DETAILS: 9th Annual Lucky Duck Race and Splash Fest**  
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**COMPANY INFO**

Company Name: \_\_\_\_\_

Main Point of Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

Instagram Handle: \_\_\_\_\_

LinkedIn Professional Profile OR LinkedIn Company Page: \_\_\_\_\_

Your 5 Top Hashtags You Would Like Us to Use: \_\_\_\_\_

Payment is due 30 days prior to the event and can be billed accordingly.

By signing and completing this agreement, you are pledging to pay the amount listed for a sponsorship in which you will receive agreed upon services and marketing, as outlined. All agreements must be countersigned by a This Side UP! Family representative prior to confirmation.

(Vendor spots are only reserved once payment has been received.)

Sponsorship level: \_\_\_\_\_

Sponsor Signature/Date: \_\_\_\_\_

TSUF Representative/Date: \_\_\_\_\_

Credit Card Authorization

Type: Visa \_\_\_\_ MC \_\_\_\_ AmEx \_\_\_\_

Name on Card: \_\_\_\_\_

Billing Street Address: \_\_\_\_\_

Billing City, State, Zip Code: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Amount: \_\_\_\_\_ CVV Code: \_\_\_\_\_

\_\_\_\_\_ Check here if you prefer to be invoiced or pay online.