



2023-2024 Executive Board  
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## **Annual Business Sponsorship Opportunities**

**August 2023 – July 2024**

Incorporated in 2007, the Hamilton Action Team (HAT) is a 501(c)(3) nonprofit, volunteer-based group of parents and community members. HAT is committed to supporting Hamilton students, staff and its community through fundraising and other community building efforts.

HAT hosts five (5) signature events each year. Two (2) of these events will be celebrating their 15 year anniversary. These events offer an opportunity for community building, brand exposure and presence for sponsorship, and most importantly financial support for Hamilton Fine and Performing Arts School.

Hamilton is home to over 300 families. We have an email database of over 1,100 emails that your business would be able to reach through our newsletters.

In order to be included in all HAT signature events and opportunities, please finalize your sponsorship by **August 1, 2023**. However, sponsorship remains open the entire school year and you are welcome to join at any time. Options to upgrade/enhance sponsorship for the last signature event of the year, Patriots' Ball (April 5, 2024) will be available. There may be additional opportunities outside of the five (5) signature events on a case by case basis.

All sponsorship details (including logo submission) must be approved first by the HAT Board, with final approval from the Hamilton administration/ principal.

We appreciate your consideration and look forward to your partnership!

## **Sponsorship Terms**

- Sponsorship agreement ([Google Form](#)) must be completed by 8/1/23 for valid yearly sponsorship
- Yearly sponsorship 8/1/2023 - 6/10/2024
- Late contracts will be accepted without the benefits of previous events
- Option to pay in full or two installments
  - First payment must be made 2 weeks after approved sponsorship
  - 2nd installment must be paid by 1/6/2024
- Upgrade for Patriots' Ball must be approved and paid for by 1/6/2024
- All sponsor promotional items must be approved by HAT prior to distribution
- Sponsored Events (i.e. Patriots' Ball activation or catered meals) need to go through HAT's treasurer for Tax purposes

## **HAT SIGNATURE and Community EVENTS**

1. Back To School Block Party - August 27
2. Happy Hour - September 8
3. Walkathon - October 6
4. Pumpkin Patch - October 21
5. Patriots Ball - April 5

### **1. HAT Back to School Block Party (August 27, 2023)**

Kick off the 2023-2024 school year with a celebration that welcomes families and the community to Hamilton. The Block Party highlights volunteer opportunities, provides opportunities to mingle with old friends and new, purchase Hamilton/HAT gear with fun activities for kids to enjoy.

### **2. Hamilton Action Team Happy Hour (September 8, 2023)**

This adult-only Happy Hour is an opportunity for parents to connect and see what a great community Hamilton fosters. As a sponsor, complimentary tickets will be provided which offers the opportunity to meet Hamilton's school community.

### **3. Walkathon (October 6, 2023)**

The annual fall Walkathon creates an all school opportunity for student lead fundraising on behalf of Hamilton. During the Walkathon, students and staff traverse through the neighborhood, cheered on by families, community members and businesses, culminating in a celebration on the Hamilton turf.

### **4. Pumpkin Patch (October 21, 2023)**

Join HAT at Hamilton for Fall-themed activities and the famous pumpkin patch, with pumpkins and food available for purchase. Activities for all ages, and open to the community.

### **5. Patriots Ball (April 5, 2024)**

Join HAT for its largest fundraising event with an evening of cocktails, dinner, silent/live auction, and entertainment attended by 350 supporters of the Hamilton Elementary community.

## **BUSINESS SPONSORSHIPS**(Platinum, Gold, Silver, Bronze, Engage)

*Sponsorship assets approved by HAT and Hamilton Administration 6/5/2023*

### **Business Platinum - \$5,000**

All benefits of Gold Level sponsorship plus:

**\*\*Additional opportunities forthcoming (i.e. Flag Pole/Fence Banner)**

- Yearlong Business logo in school message board
- Invite to include postcard (4x6) flier in **Block Party** tote (*business responsible for printing*)
- VIP Section at **Patriots' Ball** (a total of 6 tickets)
- Invitation to welcome attendees at **Patriots' Ball \*VIP** for 15th anniversary
- Honorable MC Mention at **Patriots' Ball**
- Social Media Take Over

### **Business Gold - \$2,500**

All benefits of Silver Level sponsorship plus:

- Business logo including business website link located on the Hamilton Action Team website
- *E-flyer* attached to one weekly HAT newsletters with 1,100+ subscribers
  - (*Business responsible for designing flyers with HAT designed letterhead*)
- Business Logo on step and repeat at **Pumpkin Patch**
- Business Logo on **Walkathon** Route Sign
- 2 Additional Complimentary Tickets to **Patriots' Ball** (a total of 4 tickets)
- Business logo on all digital media at **Patriots' Ball**
- Monthly Sponsor Shoutout on Social Media
- Option to sponsor food at various school events throughout the year and End of Year Activities (*paid for by sponsor*)
  - Advertising for event will be sent through HAT and must be approved

### **Business Silver - \$1,000**

All benefits of Bronze Level sponsorship plus:

- Business logo on **Block Party** tote bag
- Business Logo on **Walkathon** pennant inside building
- Business Logo on **Walkathon** shirt
- Invitation to set-up/staff a table at Hamilton's annual **Pumpkin Patch** (*Must be approved by HAT*)
- 2 Complimentary tickets to **Patriots' Ball**
- 2 Complimentary tickets to a **HAT Happy Hour**
- Monthly sponsor mention in HAT newsletter with 900+ subscribers

### **Business Bronze - \$500**

- Logo of business on the Hamilton Action Team website
- Social media post recognizing your business and support of Hamilton
- Inclusion in "welcome" announcement at the **Block Party**
- QR Code feature at **Block Party** Sponsor table
- Logo recognition for **Walkathon** on invite, save the date
- Invite to have **Walkathon** Cheer station along route and on map
- Inclusion in "welcome" announcement at **Pumpkin Patch**
- Logo recognition in **Patriots' Ball** program and **Patriots' Ball** website
- Inclusion in end of year "thank you" announcement (fence banner/newsletter) to our sponsors
- Invite to annual sponsor lunch with the Principal (in kind sponsor support needed)

### **Business Engage - \$250/event (Pumpkin Patch or Walkathon Cheer Station)**

- Set up a table or booth to promote your business product/service at our festive, family friendly event. (*Must be approved by HAT*)
- Business responsible for all supplies