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EXPERIENCE IT

#MASONDAY2018



SPONSOR PROSPECTUS

GEORGE MASON UNIVERSITY
STUDENT INVOLVEMENT



Student Involvement

4400 University Drive, MS 2D6, Fairfax, Virginia 22030
Phone: 703-993-2909; Fax: 703-993-4566

Dear Mason Community Member,

The office of Student Involvement at George Mason University is excited to host our annual Mason Day event on Friday, April 27, 2018. Mason Day is the university's longest standing tradition, and this year we will be celebrating our 53rd Mason Day.

Mason Day consists of various carnival rides and attractions, as well as live music and food and free giveaways. Additionally, each year we provide a major concert for our community.

Over 5500 people participate in Mason Day each year!

Student Involvement prides itself on providing students at Mason with a strong sense of belonging and an environment that fosters fun, active engagement, and meaningful connections. This year our office is working to solicit corporate partners to help us create this environment for our community. Attached to this letter you will find an informational sheet that lists our multiple opportunities to engage in this event as a sponsor or a vendor.

If you're interested in participating through an in-kind donation instead of a monetary contribution, please let us know. We would be happy to work with you! If you are interested in custom packages, please contact us to discuss options. Our goal is that each partner views their role as an integral part of the event's success, and that our community notices their commitment to Mason.

We appreciate your time and consideration and look forward to forging a new relationship with your company.

Sincerely,

A handwritten signature in black ink that reads "Lauren Long".

Lauren Long
Executive Director
Student Involvement
George Mason University
llong3@gmu.edu
703.993.9176

A handwritten signature in black ink that reads "Mary Tran".

Mary Tran
Graduate Professional Assistant
Student Involvement
George Mason University
marytran19@gmu.edu

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Over 5000

Mason Students & Faculty, Staff and their families



OVER 500
Members from
surrounding
communities

Take advantage of the most DIVERSE University in the Commonwealth of Virginia!

• 36,000 +
Mason Students

• 6500 live on campus

Fig. 4.3 By Race/Ethnicity

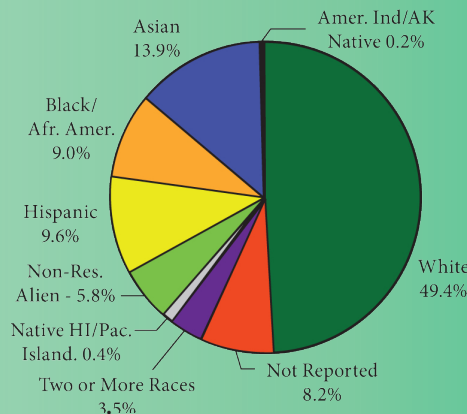
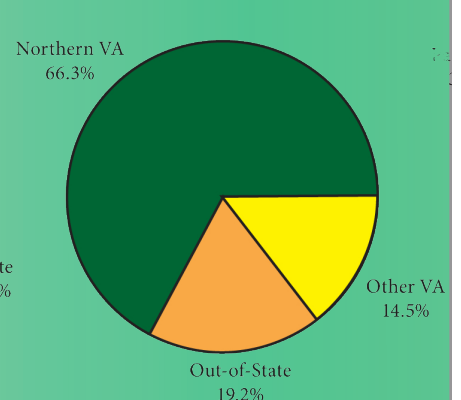


Fig. 4.4 By Residency



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#MASONDAY2018 SPONSORSHIP OPPORTUNITIES

PATRIOT LEVEL SPONSOR - \$5000

- COMPANY BANNER HUNG ON OUTDOOR STAGE (DAY LONG STUDENT PERFORMANCES)
- 20X20 VENDOR SPACE INSIDE THE EVENT
- 4'x4' COMPANY BANNER HUNG ON FRONT PERIMETER FENCING
- LOGO ON DRAWSTRING SWAG BAG (Opportunity to include materials in the bag)
- 6 FREE ENTRY PASSES TO MASON DAY
- 6 FREE MEAL VOUCHERS
- LOGO ON ALL PRINT MARKETING and MASON DAY WEBSITE

GOLD LEVEL SPONSOR - \$3000

- 10X10 VENDOR SPACE INSIDE THE EVENT
- LOGO ON DRAWSTRING SWAG BAG (Opportunity to include materials in the bag)
- LOGO ON ALL PRINT MARKETING and MASON DAY WEBSITE
- 4 FREE ENTRY PASSES TO MASON DAY
- 4 FREE MEAL VOUCHERS

GREEN LEVEL SPONSOR - \$2000

- 10X10 VENDOR SPACE INSIDE THE EVENT
- LOGO ON ALL PRINT MARKETING and MASON DAY WEBSITE
- 4'x4' COMPANY BANNER HUNG ON FRONT PERIMETER FENCING
- 4 FREE ENTRY PASSES TO MASON DAY

VENDOR SPONSOR - 10X10 VENDOR SPACE INSIDE THE EVENT - \$1500

BANNER SPONSOR - 4'x4' BANNER HUNG ON FRONT PERIMETER FENCING - \$250

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CONTACT INFORMATION

**INTERESTED IN BEING A PART OF THIS ANNUAL
TRADITION AND CONNECTING WITH OVER 5500 PEOPLE?**

CONTACT:

LAUREN LONG

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MARY TRAN

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