



## Summary of Sponsorship Levels

All sponsorship levels include recognition by gift level in the Auburn Journal, published sponsorship/donor lists, Hillmen Foundation newsletters, Hillmen Foundation website, signage, appropriate printed and electronic promotions, and other benefits noted below.

### **\$25,000 – Champion Sponsor (two available)**

- Naming of Hillmen Plaza or Hillmen Hop Entertainment Areas of Street Gala
- 25 Complementary Street Gala Admissions & Commemorative Glasses
- 25 Complementary Beverage Tickets (Street Beverages)
- Private Major Sponsor/Donor Reception for up to 25 Guests, including Hosted Appetizers & Beverages (2 beverages per person)
- Recognition from Hillmen Plaza Stage Hosts & on Screen (eight minimum)
- Banner and Announcer Recognition at Friday Kickoff Football Game
- Logo Recognition on Printed & Electronic Promotions & Signage at All Three Weekend Events
- Two 125<sup>th</sup> Anniversary Wine or Beer

### **\$15,000 – Gold Sponsor (three available)**

- Naming of Hillmen Plaza Stage, Hillmen Hop Stage, or Alumni Picnic
- 15 Complementary Street Gala Admissions & Commemorative Glasses
- 15 Complementary Beverage Tickets (Street Beverages)
- Private Major Sponsor/Donor Reception for up to 15 guests, including Hosted Appetizers & Beverages (2 beverages per person)
- Recognition from Hillmen Plaza Stage Hosts & on Screen (six minimum)
- Logo Recognition on Printed & Electronic Promotions & Signage at All Three Weekend Events
- Two 125<sup>th</sup> Anniversary Wine or Beer

### **\$10,000 – Green Sponsor (four available)**

- Naming of Hillmen Plaza Red Carpet, Hillmen Plaza Broadcast Area, Student “Chill Center,” or Alumni Picnic Table Area
- 10 Complementary Street Gala Admissions & Commemorative Glasses
- 10 Complementary Beverage Tickets (Street Beverages)
- Private Major Sponsor/Donor Reception for up to 10 guests, including Hosted Appetizers & Beverages (2 beverages per person)
- Recognition from Hillmen Plaza Stage Hosts & on Screen (four minimum)
- Logo Recognition on Printed & Electronic Promotions & Signage at All Three Weekend Events
- Two 125<sup>th</sup> Anniversary Wine or Beer

### **\$5,000 – Scholar Sponsor**

- 8 Complementary Street Gala Admissions & Commemorative Glasses
- 8 Complementary Beverage Tickets
- Recognition on Hillmen Plaza Stage Screen
- One 125<sup>th</sup> Anniversary Wine or Beer
- Reserved Sponsor/Donor Seating Area for up to 8 people

### **\$2,500 – Spirit Sponsor**

- 6 Complementary Street Gala Admissions & Commemorative Glasses
- 6 Complementary Beverage Tickets
- Recognition on Hillmen Plaza Stage Screen
- One 125<sup>th</sup> Anniversary Wine or Beer
- Reserved Sponsor/Donor Seating Area for up to 6 people

### **\$1,000 – Booster Sponsor**

- 4 Complementary Street Gala Admissions & Commemorative Glasses
- 4 Complementary Beverage Tickets
- Recognition on Hillmen Plaza Stage Screen
- One 125<sup>th</sup> Anniversary Wine or Beer

#### Notes:

- All naming opportunities are awarded on a first come, first served basis.
- All contributions of \$125 or more received by the Hillmen Foundation beginning July 1, 2021 through December 31, 2022, will be recognized as a 125<sup>th</sup> anniversary supporter on a cumulative basis, including sponsorship/donations to the 125<sup>th</sup> Celebration, the 2022 Big Day of Giving, scholarships, legacy gifts, and endowments/restricted donations in keeping with our mission.
- Sponsors/Donors may combine their financial commitment with others to achieve a desired level of recognition (such as a family, group of alumni or other affiliated supporters).
- Approved in-kind donations and third-party fundraisers that exceed \$1,000 receive the same recognition, based on amount.
- All recognition opportunities are subject to change based on the progress of sponsorships and/or philanthropic funding, or alternate opportunities.