

THE BIG GAME Super Bowl XLIX

Presented by United Way for Greater Austin's Young Leaders Society



Thanks so much for your interest in **THE BIG GAME**, the United Way for Greater Austin's (UWATX) Young Leaders Society (YLS) first annual Super Bowl Party! YLS is a dynamic group of young professionals under 40 who give or raise \$1,000 annually to support UWATX, and are committed to helping students in the critical middle school years by volunteering their time, raising money and spreading the word about UWATX's Target Graduation program.

THE BIG GAME supports the YLS Challenge of funding full-time nonprofit service coordinators for three Austin area middle schools by raising \$180,000 by June 2015.

THE BIG GAME will be hosted at Fado Irish Pub from kickoff until the confetti comes down, and will offer 225 attendees great food, a couple drink tickets, fun games and prizes, plus the fabulous feeling of making a difference in the lives of some great Austin area kiddos!

HOW CAN YOU HELP?

The more event cost we cover, the more money we will put towards the YLS Challenge! Here are a few items we'd love your help with:

SPONSORSHIPS

Championship Level - \$7,500 (1 available)

- Premier position of your company name/logo at the event and in supporting materials
- Ten (10) tickets to the event
- Logo on the Facebook event page, Eventbrite event page and event one pager
- Verbal acknowledgement at the event
- Representative from your company is invited to make remarks at the event
- Social media mentions from UWATX channels (Facebook, Twitter, Google+ and LinkedIn) as well as mention of sponsorship in UWATX eNewsletter (distributed monthly to 24,000+ local individuals)

Touchdown Level - \$2,500 (3 available)

- Premier position of your company name/logo at the event and in supporting materials
- Four (4) tickets to the event
- Logo on the Facebook event page, Eventbrite event page and event one pager
- Verbal acknowledgement at the event
- Social media mentions from UWATX channels (Facebook, Twitter, Google+ and LinkedIn)

Field Goal Level - \$1,000

- Two (2) tickets to the event
- Logo on the Facebook event page, Eventbrite event page and event one pager
- Verbal acknowledgement at the event
- Social media mentions from UWATX channels (Facebook, Twitter, Google+ and LinkedIn)

First Down Level - In-kind donations

- Sponsorship benefits dependant on item value

We hope you'll check out a couple of the ways the planning team would love to have help! Have other ideas? Let us know! We are open to working with you and your creative ideas.

All the best,
The YLS Committee

