

AMERICAN BAPTIST COLLEGE

Division of Student Affairs

2025 ABC Homecoming

<u>Sponsorship Levels</u>			
Number	Name & Description	Price	Availability
1.	Legacy Lion Sponsor (Presenting Sponsor) - Naming rights: "ABC Homecoming Friday presented by" - Premium VIP Tailgate Spot (front row placement) - Logo on all promotional materials - On-stage recognition during Opening Ceremony & Yard Show - Opportunity to distribute branded items	\$3,000	
2.	Roaring Spirit Sponsor 1 Prime Tailgate Spot included - Logo featured on flyers, social media, and event signage - On-stage recognition at halftime of the flag football showdown - Opportunity to provide small branded giveaways - Social media shout-outs	\$1,500	
3.	Pride Partner Sponsor 1 Standard Tailgate Spot included - Logo displayed on signage & digital promotions - Recognition in announcements during the Yard Show - Social media shout-outs	\$1,000	
4.	Cub Champion Sponsor - Logo displayed on shared sponsor signage - Recognition in closing announcements - Social media shout-outs - Optional table space for promotional materials	\$500	
5.	Bronze Cool Sponsor Name listed on the sponsor board	\$250	

<u>Sponsorship Add-Ons</u>			
Number	Name & Description	Price	Availability
1.	Halftime Show Sponsor Logo recognition + shoutout during halftime show	\$500	
2.	Yard Show Sponsor Recognition during the Greek Yard Show	\$750	
3.	Merch/Swag Sponsor Sponsor provides branded rally towels, shirts, or water bottles	\$500+	
4.	Food Truck Ally Sponsor Banner/signage by food trucks + social media recognition as official food partner.	\$500	