



The Quack Pack Sponsorship Information

New Hope Academy's (NHA) annual Duck Race is a family-friendly event filled with festivities, including a children's activity area, food and live entertainment! The main attraction will be thousands of rubber ducks floating down Williamson County's scenic Harpeth River to the finish line for the ultimate Grand Prize! Members of the community and local businesses can adopt a duck for just \$5 each or \$20 for a flock of five. If your duck is one of the first ten through the chute at the end of the race, you are one lucky duck and will be rewarded with various great prizes!

The event will be held Saturday, October 3rd at Pinkerton Park starting at 11:30 a.m., ending at approximately 2:00 p.m. The actual Duck Race will take place on the Harpeth River at 12:30 p.m. and will last as long as it takes the ducks to paddle down the river!

All proceeds from the event will benefit New Hope Academy's scholarship program. NHA has an enrollment of 220 students from diverse racial, cultural, and economic backgrounds, more than 50% of students receive full or partial scholarships and single moms are the heads of household for a third of our children. *New Hope Academy is a Christ-centered community school with an economically, racially, and culturally diverse student body. It exists to serve low-income families by establishing a solid Biblical worldview, instilling vision, confirming hope and preparing each young person for a life of service.*

This unique event is an excellent opportunity to spend your afternoon having a quacking-good time with family and friends, and from a marketing aspect, it is a terrific chance to promote your business in the community. (Last year over 6,000 ducks competed, raising over \$25,000!) The launch date for all advertising is August 1st, lasting until the day of the event! The Duck Race is a great way for people to give help, support and consideration to our community's low-income children. By becoming a Corporate Sponsor you will be helping a child receive an education that is empowering and transforming; it is a chance to offer lasting HOPE!

Sincerely,

Megan Hyatt
Internal Development Manager
615.419.6222
meganhyatt@gmail.com

Sponsorship Details

Grand Duck - \$5,000+ (approximate in-kind value)

1 sponsor

- **Sponsor a child's scholarship for a semester.**
 1. Your company's name will be placed on a plaque in New Hope Academy's front hallway.
 2. Your company will receive a plaque for your business.
- "Presented by" your business name and logo on banner at booths where ducks are sold. (Ducks are sold at booths in front of major retail outlets and restaurants, including Wal-Mart, Publix, Merridee's, Bink's, etc., five Saturdays prior to the Race.)
- "Presented by" your business name and logo prominent on all marketing materials including posters, banners, ads, fact sheets, website (which will allow viewers to link to your business site) & T-Shirts.
- Business sign or banner privileges the day of the event.
- Company name announced the day of the event.
- "Presented by" your business name in all press releases
- Other benefits as may be mutually agreed upon.

Mallard Duck - \$1,000+ (approximate in-kind value)

2 sponsors

- Business name and logo prominent on banner at booths where ducks are sold. (Ducks are sold at booths in front of major retail outlets and restaurants, including Wal-Mart, Publix, Merridee's, Bink's, etc., five Saturdays prior to the Race.)
- Business name and logo prominent on all marketing materials including posters, banners, ads, fact sheets, website (which will allow viewers to link to your business site) & T-Shirts.
- Company name announced the day of the event.
- Business name in all press releases
- Business may have a promotional booth at the carnival with a game for children to play. Booth must be manned by company volunteers.

Wood Duck - \$500+ (approximate in-kind value)

5 sponsors

- Business name and logo on banner at booths where ducks are sold. (Ducks are sold at booths in front of major retail outlets and restaurants, including Wal-Mart, Publix, Merridee's, Bink's, etc., five Saturdays prior to the Race.)
- Business name and logo on all marketing materials including posters, banners, ads, fact sheets, website (which will allow you to link to your business site) & T-Shirts.
- Company name announced the day of the event.

Duckling - \$250+ (approximate in-kind value)

Unlimited sponsors

- Business name on all banners, posters & T-Shirt.
 - Company name announced the day of the event.
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- ❖ Deadline to respond to the Quack Pack levels is August 15, 2009 in order to have name or logo on all printed materials. Hi-resolution logo files required.
 - ❖ The Grand Duck's logo will be most prominent, then the Mallard Ducks' logos will be $\frac{3}{4}$ the size of the Grand Duck's, Wood Ducks' will be $\frac{1}{2}$ size, and Ducklings will be company name only.
 - ❖ All proceeds go toward scholarships for low-income children!

Sponsorship Application

Date: _____

Company: _____

Contact Name: _____

Address: _____

City/State/Zip Code: _____

Phone Number: _____ Fax Number: _____

Web Address: _____ E-mail: _____

SPONSORSHIP LEVELS (please check only one)

- Grand Duck \$5,000
- Mallard Duck \$1,000
- Wood Duck \$500
- Duckling \$250

Print name as it should appear in ALL collateral materials: _____

In order to receive the full benefit of your selected sponsorship level,
please complete and return the original sponsorship form by August 8th, 2008 to make the printing deadline. Full sponsorship payment will be due by August 25th, 2008.

(please send logo to bolannerghty@nhafranklin.org, resolution should be at least 300dpi)

Please make checks payable to:
New Hope Academy
1820 Downs Blvd.
Franklin, Tennessee 37064
(NHA takes cash, check or Visa/Mastercard)

New Hope Academy is a Christ-centered community school with an economically, racially, and culturally diverse student body. It exists to serve low-income families by establishing a solid Biblical worldview, instilling vision, confirming hope and preparing each young person for a life of service.

Please remember that your donation is helping to provide scholarships for low-income children and a portion of your sponsorship is tax deductible. (Ducks are a tangible item and will be subtracted from sponsorship amount.)

