



**VIKINGS GALA** WITH NBA SUPERSTAR

*Shaquille O'Neal*

Event: September 23, 2017

>> SPONSORSHIP PACKET







Dear Humboldt City Schools' Athletics Supporter,

It is with great pride that I announce the Vikings Gala in support of all Humboldt athletic teams. This fundraising event will provide funding to build an athletic program that can provide rich opportunities for our students. The Vikings Gala will be held on September 23, 2017 at the Oman Arena in Jackson, TN.

The evening will begin at 6:30 p.m. with the silent auction and music followed by dinner, live entertainment, and our distinguished speaker, Shaquille O'Neal. We suggest you do not delay your sponsorship purchase as they will sell out quickly.

There are several ways that you can help support the Vikings Gala:

- > Become a sponsor as outlined in the enclosed sponsorship package.
- > You can support the gala in additional ways by making a monetary or gift-in-kind donation. This is an opportunity for you to identify your company within the gala. The donation forms can be found online and in the silent auction donation package.

Please contact Cindy Love at 731-784-2652 for additional information. I look forward to your participation as we work together to strengthen Humboldt athletics.

Sincerely,

*Versie Hamlett*  
Dr. Versie R. Hamlett  
Director of Schools  
Humboldt City Schools





SHAQUILLE

*O'Neal*

Shaquille O'Neal, often referred to as Shaq, is a former NBA superstar and current sports analyst on the television program, Inside the NBA. Standing over seven-feet, Shaq was one of the most dominant players in the history of the NBA. He played for several teams during his career and garnered four NBA Championships while playing for the Los Angeles Lakers and the Miami Heat. Shaq attended Louisiana State University where he was named College Player of the Year and twice named a first team All-American. When he entered the NBA, the Orlando Magic selected him making him the first overall pick during the NBA Draft. Shaq quickly built a reputation as a prevailing force and earned the NBA Rookie of the Year Award. He played on the United States Dream Team and won a Gold medal at the Olympic games. Shaq has also been named the NBA's MVP in addition to three-time NBA Finals MVP. Today he is the most sought after on screen league analyst and can be found endorsing several products.

Mr. O'Neal received a Bachelor's degree from Louisiana State University in 2000 and an MBA from the University of Phoenix in 2005. In 2012, Mr. O'Neal graduated from Florida's Barry University with a doctorate degree in education focusing on human resource development. O'Neal's doctoral capstone project explored how CEOs and business leaders use humor in the workplace.



Please review the various sponsorship levels as outlined on the following pages and let us know how you would like to support the Vikings Gala. We appreciate your time and interest and look forward to discussing sponsorship possibilities with you.

## >>>> Executive Corporate Sponsor - \$25,000+

As the Executive Corporate Sponsor, your company will receive exclusivity as a sponsor to receive the following benefits of the Vikings Gala.

SPONSORSHIP OPPORTUNITIES

### > HOSPITALITY

As the Executive Corporate Sponsor you will receive:

- > Three tables of eight seats with priority seating
- > Invitation for you and your guests to attend the Meet and Greet with NBA Superstar Shaquille O’Neal prior to the gala (maximum 24 entries)

### > BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- > Company name on all printed and digital marketing collateral as the official sponsor of the Vikings Gala with NBA Superstar Shaquille O’Neal
- > The Humboldt City Schools website and all HCS social media platforms
- > Company profile in the gala event program
- > One full page company advertisement in every athletic marketing collateral that is printed by Humboldt City Schools

### > GALA PROFILE:

- > Verbal recognition at the event
- > The opportunity to address the audience during the formal portion of the evening program
- > Event slideshow profile

### > HCS RECOGNITION:

- > Listing in the HCS Superintendent Report/Letter to the Community
- > Plaque with sponsorship level

### > MEDIA

Your corporate logo and/or name will be featured in:

- > All billboards that are used to advertise the Vikings Gala with NBA Superstar Shaquille O’Neal
- > All television advertisements that are used to market the Vikings Gala with NBA Superstar Shaquille O’Neal
- > All radio advertisements that are used to market the Vikings Gala with NBA Superstar Shaquille O’Neal
- > All printed advertisements that are used to market the Vikings Gala with NBA Superstar Shaquille O’Neal
- > All social media advertisements that are used to market the Vikings Gala with NBA Superstar Shaquille O’Neal
- > Public thank you advertisement in HCS post event advertisement

### >> HUMBOLDT CITY SCHOOLS

Thank you for your support of the Vikings Gala with NBA Superstar Shaquille O’Neal.



## >>>> Corporate Sponsor - \$10,000

As a Corporate Sponsor, your company will receive the following benefits of the Vikings Gala with NBA Superstar Shaquille O'Neal.

### > HOSPITALITY

As the Corporate Sponsor you will receive:

- > Two tables of eight seats with priority seating
- > Invitation for you and your guests to attend the Meet and Greet with NBA Superstar Shaquille O'Neal prior to the gala (maximum 10 entries)

### > BRAND RECOGNITION

Your company logo will be featured on:

- > Printed marketing collateral as a sponsor of the Vikings Gala with NBA Superstar Shaquille O'Neal
- > Company profile in the gala event program

### > GALA PROFILE:

- > Verbal recognition at the event
- > Event slideshow profile

### > HCS RECOGNITION:

- > Listing in the HCS Superintendents Report/Letter to the Community
- > Plaque with sponsorship level

### > MEDIA

Your company logo will be featured in:

- > All digital and printed materials that are used to advertise the Vikings Gala with NBA Superstar Shaquille O'Neal
- > Public thank you advertisement in all HCS digital platforms

## >>> Business Sponsor - \$5,000

As a Business Sponsor, your company will receive the following benefits of the Vikings Gala with NBA Superstar Shaquille O'Neal.

### > HOSPITALITY

As the Business Sponsor you will receive:

- > One table of eight seats with priority seating
- > Invitation for you and your guests to attend the Meet and Greet with NBA Superstar Shaquille O'Neal prior to the gala (maximum 5 entries)

### > BRAND RECOGNITION

Your company logo will be featured on:

- > Printed marketing collateral as a sponsor of the Vikings Gala with NBA Superstar Shaquille O'Neal
- > Company profile in the gala event program

### > GALA PROFILE:

- > Event slideshow profile

### > HCS RECOGNITION:

- > Listing in the HCS Superintendent Report/Letter to the Community
- > Plaque with sponsorship level

### > MEDIA

Your company logo will be featured in:

- > All digital and printed materials that are used to advertise the Vikings Gala with NBA Superstar Shaquille O'Neal
- > Public thank you advertisement in all HCS digital platforms





**>> Premium Partner - \$3,000 > Partner - \$1,250**

As a Premium Partner, your company will receive the following benefits of the Vikings Gala with NBA Superstar Shaquille O’Neal.

**> HOSPITALITY**

As the Premium Partner you will receive:

- > One table of eight seats
- > Invitation for you and your guest to attend the Meet and Greet with NBA Superstar Shaquille O’Neal prior to the gala (maximum 2 entries)

**> BRAND RECOGNITION**

Your company logo will be featured on:

- > Printed marketing collateral as a partner of the Vikings Gala with NBA Superstar Shaquille O’Neal

**> GALA PROFILE:**

- > Event slideshow profile

**> HCS RECOGNITION:**

- > Listing in the HCS Superintendent Report/Letter to the Community
- > Plaque with sponsorship level

**> MEDIA**

Your corporate logo will be featured in:

- > Some digital and printed materials that are used to advertise the Vikings Gala with NBA Superstar Shaquille O’Neal
- > Public thank you advertisement in all HCS digital platforms

As a Partner, your company will receive the following benefits of the Vikings Gala with NBA Superstar Shaquille O’Neal.

**> HOSPITALITY**

As the Corporate Sponsor you will receive:

- > One table of eight seats

**> BRAND RECOGNITION**

Your corporate logo will be featured on:

- > Company profile in the gala event program

**> GALA PROFILE:**

- > Event slideshow profile

**> HCS RECOGNITION:**

- > Listing in the HCS Superintendent Report/Letter to the Community
- > Plaque with sponsorship level

**> MEDIA**

Your corporate logo will be featured in:

- > Public thank you advertisement in all HCS digital platforms

**>> HUMBOLDT CITY SCHOOLS >>**

Thank you for your support of the Vikings Gala with NBA Superstar Shaquille O’Neal.



## THANK YOU

We look forward to including your organization as a sponsor or partner of the Vikings Gala with NBA Superstar Shaquille O'Neal.

Additional ways to support the Vikings Gala with NBA Superstar Shaquille O'Neal:

- > Gala General Admission Tickets -
  - \$100 for lower level arena seats
  - \$50 for upper level arena seats

- > Tax deductible donations or in-kind contributions

**For more information, please call:**

Humboldt City Schools  
Phone: 731-784-2652



# VIKINGS GALA WITH NBA SUPERSTAR

*Shaquille O'Neal*

## >> WE WISH TO BE RECOGNIZED AS A:

- Executive Corporate Sponsor >>>>> \$25,000+
- Corporate Sponsor >>>> \$10,000
- Business Sponsor >>> \$5,000
- Premium Partner >> \$3,000
- Partner > \$1,250

## ADDITIONAL WAYS TO SUPPORT:

Gala Lower Level Tickets: \_\_\_\_\_ @ \$100.00 = \$ \_\_\_\_\_

Gala Upper Level Tickets: \_\_\_\_\_ @ \$50.00 = \$ \_\_\_\_\_

In-kind contributions: description: \_\_\_\_\_

Value: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



Completion of this agreement form is confirmation of your support as a sponsor of the event, as set out above. Upon receipt of this form, Humboldt City Schools will send an invoice for payment of the sponsorship amount. The sponsor is to make payment to Humboldt City Schools within 30 days prior to the event. Please note that sponsorships are non-refundable.

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# VIKINGS GALA WITH NBA SUPERSTAR

*Shaquille O'Neal*

## >> PAYMENT OPTIONS:

Please invoice

Payment enclosed

(Make checks payable to Humboldt High School)

Credit cards at [hcsvikings.org/vikingsgala](http://hcsvikings.org/vikingsgala)

Please return form and payment to:

Humboldt City Schools

Vikings Gala

2602 Viking Dr., Humboldt, TN 38343

Phone: 731-784-2652

Fax: 731-784-2480

Email: [cindy.love@hcsvikings.org](mailto:cindy.love@hcsvikings.org)

Website: [www.hcsvikings.org](http://www.hcsvikings.org)



**THANK YOU FOR YOUR CONSIDERATION OF  
SPONSORSHIP FOR THE VIKINGS GALA.**

YOUR SUPPORT WILL HELP HUMBOLDT CITY SCHOOLS PROVIDE WORLD-  
CLASS OPPORTUNITIES TO EVERY STUDENT.



[HCSVIKINGS.ORG/VIKINGSGALA](https://HCSVIKINGS.ORG/VIKINGSGALA)