

FALL FEST 2008



Overview

The George Washington University's Fall Fest is an annual tradition and festival on the GW campus that is produced by the student-run organization, Program Board. Fall Fest is the largest event of the year on campus, and one of the largest student run events in Washington, D.C., attracting over 6,000 students. As a kickoff event for the academic year, the free amusements, concerts, and food create a unique atmosphere that represents all things college and GW. It is the ultimate way to reach the large GW student body.

Target Profile

The George Washington University is a private university located in the center of Washington, DC. Sixty-five percent of applicants accepted are in the top ten percent of their graduating high-school class, ninety-two in the top twenty-fifth percentile. With over 40 NCAA division 1 sports teams and a wide spectrum of ethnically and religiously diverse students, the GW community has become one of the fastest growing universities in the United States.

Enrollment

First Time Degree Seeking Freshmen - 2,400
Degree Seeking Undergrads - 9,700
Graduate Enrollment - 11,000

Ethnicity

African American/Black - 6%
Asian American/Pacific - 10%
Latin/Hispanic American - 6%
Native American - <1%
White/Caucasian - 63%
International - 4%
Unknown/Not Reported - 11%

Gender

Male - 43%
Female - 57%

Event Details

Location: The George Washington University Yard
Between 21st and H Street
Washington, DC 20052

***Rainsite:** Charles E Smith Athletic Center

Date: September 6th, 2008

Activities: Free concert (band TBD, see below for examples of past performances), various free amusements and activities, free food and beverages, student performances, and free giveaways.

Past PB Performances

Gym Class Heroes (2008), OK Go (2007), Regina Spektor (2007), Common (2006), Talib Kweli (2006), Lloyd Banks (2005), Robert Randolph & The Family Band (2005), Ben Folds (2003), Kanye West (2004), Pat McGee (2004), Guster and Jason Mraz (2003), Redman (2001), Bloodhound Gang (2000), Blues Traveler (1998)



We would be happy to arrange a meeting with you to discuss our sponsorship options in more details. We encourage you to contact us at anytime!

John DiPasquale
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Fall Fest 2008 Sponsorship Levels

Due to the steady increase in student participation of Program Board's Fall Fest, companies have greatly benefited from our sponsorship opportunities. By sponsoring this event, your company will be able to reach a diverse and enthusiastic community while giving Program Board the financial ability to reach out to larger audiences. Please see our standard levels of sponsorship below. For more information on custom packages, or if you have any questions, please contact John DiPasquale, Corporate Affairs Chair at the e-mail address found on the front-side.

program board

The George Washington University

Event Promotion Locations

- Print Ads:** -300 11x17 posted in residence halls, GW academic buildings, and kiosks
-1,000 Palm Cards distributed to students
- Media:** Press releases will be sent to print, TV, and radio media:
-The Hatchet (Online and Print Newspaper) 300,000 Website Hits/Month 24,000 Newspapers Printed/Month
-Daily Colonial (Online Newspaper)
-GW TV (University television station)
-WRGW (Radio) 500,000 Website Hits/Month
- Online Ads:** -Program Board Website 100,000 Website Hits/Month
-Emails 10,000 Student Listserv
- Booth:** -Your company will have booth space on event grounds
-Market Research opportunities: Your company may distribute surveys and interview attendants.
-Merchandising opportunities: Booth space for product display, promotion, sampling, and distribution.
-Opportunity to set up an interactive kiosk activity.

**No items may be sold at this event, but items are allowed to be given away free of charge.*

Big George Sponsorship - \$4000

- This level of sponsorship allows your company to leverage additional exposure through prime booth locations and online advertisements. This package includes everything included in the Colonial & Minuteman Sponsorships plus:
- A write-up about your company in two weekly listserv e-mails leading up to Fall Fest - these e-mails go out to over 10,000 students.
 - A booth location towards the front portion of the event space, near the entrance. deemed to be "prime" space.
 - Banners: Company banners will be displayed at 3 highly-populated areas in the event.
 - Further logo promotion: Your logo will be placed on all other promotional material handed out at the event.
 - Announcement: Your company will be announced as the presenter for the main musical opening act.

Minuteman Sponsorship - \$800

- This entry-level of sponsorship will provide your company with full access to the Fall Fest event. You will be provided with the following benefits:
- Booth: Your company will have booth space on event grounds
 - Market Research opportunities: Your company may distribute surveys and interview attendants.
 - Merchandising opportunities: Booth space for product display, promotion, sampling, and distribution.
 - Opportunity to set up an interactive kiosk activity.
- *No items may be sold at this event, but items are allowed to be given away free of charge*

Colonial Sponsorship - \$1600

- This level of sponsorship provides significant more exposure before and during the Fall Fest event, and provides everything in the Minuteman Sponsorship plus the following benefits:
- Logo promotion: Your company's logo will be displayed on all event shirts freely distributed, event website, posters, and flyers.
 - Your company will sponsor and be announced as the presenter for one student performance.
 - Your company will be mentioned in all press releases.

*Presidential Sponsorship - \$10000

- Our highest level of sponsorship provides your company with maximum exposure by headlining this year's Fall Fest event. Your company will be provided with all items mentioned in the Minuteman, Colonial, and Big George sponsorships, as well as the following:
- Headline: "Your Company" Presents Fall Fest and will be announced as the presenter for the main musical act.
 - Prime Banner Space: Your company banner will be placed on the stage, behind the performer, as well as in all photo ops with performer.
 - Exclusive e-mail: Your company will have the opportunity to send one exclusive e-mail to the entire PB Listserv.

**Only one presidential sponsorship is offered. It is the most exclusive of all the sponsorship options.*

Any questions regarding sponsorship options or to create a custom sponsorship option contact

John DiPasquale
Corporate Affairs Chair
215.208.0751
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