



May 18th, 2015

Dear Valued Members and Partners:

On behalf of the 2015 NEWH Atlanta Board of Directors, we would like to invite you to join us on **Thursday, June 25th** as we host our annual **NEWH Bowling Fundraiser**. The event will be held from **6:00-9:00 pm at BowlMor located at 2175 Savoy Dr, Atlanta, GA 30341 (770) 451-8605**

NEWH is an International, Non-Profit organization which began in 1984, and has grown to be the premier networking resource for the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.

Due to the event's success over the last few years, the bowling classic has now become one of our chapter's two scholarship fundraisers. The event is one of the most highly anticipated and attended events of the year! This is a closed event to sponsors and their guests only so it is a wonderful opportunity for our vendor partners to network and connect with the Architect and Design community.

In effort to keep things fresh and to make the event even better and more entertaining, the theme for this year's bowling fundraiser will be **Superheroes in Hospitality!** As a lane event sponsor, we require that you create a team name that corresponds with this year's theme. Examples could be the "Spec Avengers", or "Bowling Batman". Etc. The theme may utilize any Superhero past or present. In addition to a team name, team spirit and dress is encouraged. The more fun you can make the dress as it pertains to the name theme, the better! So have fun with it and get creative! Prizes will be awarded for the most creative team name and most spirited dress.

**Note that any outfits, props, etc. needed for the team's dress are to be provided by the sponsoring vendor and is not included in the sponsorship cost.*

Finally, and in addition to the event, our chapter's **Community Service Outreach** will be held in conjunction with this year's bowling event and will benefit the **Canine Assistants Organization**. More details will follow and be sent to our team and event sponsors. So please stay tuned!

AVAILABLE SPONSORSHIP LEVELS

1. TEAM LANE SPONSOR: \$600.00/Lane (32 Available Lanes)

**Note that lanes may be split between two parties/vendors only*

Your Sponsorship Includes:

- Entry for 8 people per lane (only 6 people may bowl)
- Shoe rental for 6 bowlers
- Food and refreshments **Note that two pitchers of beer will be provided for each lane. All other alcoholic beverages are NOT included in this sponsorship and may be purchased via tab at the bar per each individual lane.*
- Parking
- Various prizes will be awarded to winning teams
- Commemorative team photos to be provided
- Team name and Sponsor Logo displayed on large TV screens throughout the facility
- Your company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

2. ALCOHOL SPONSOR: \$500.00 (4 Available)

Your Sponsorship Includes:

- Event Entry for 2
- Food and refreshments for 2 attendees (not including alcoholic beverages)
- Sponsoring company logo on custom commemorative beer cups distributed at each bowling lane
- Sponsoring company logo on banners at bar area
- Sponsoring company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

3. DESSERT SPONSOR: \$350.00 (2 Available)

Your Sponsorship Includes:

- Event Entry for 2
- Food and refreshments for 2 attendees (not including alcoholic beverages)
- Sponsoring company logo on banners at dessert tables (2 tables)
- Sponsoring company logo will be featured prominently in our marketing & promotional materials for the event, and on our Chapter Facebook Page
- Verbal recognition during the awards program at the event

WHAT WE NEED FROM YOU IF YOU WISH TO SPONSOR:

1. Signed sponsorship agreement form (attached)
2. Team Information form if sponsoring a bowling team (please include with your agreement form)
3. Payment in the form of either:
 - o Check made out to NEWH Atlanta
 - o Credit card number and information listed on form
4. High-resolution logo of sponsoring company

EVENT SCHEDULE:

6:00 – 7:00	Registration and Lane Assignment (entire team must be present)
6:30 – 7:00	Open Bowl/Practice
7:00 - 8:30	Bowling Competition
8:30 – 9:00	Awards Ceremony

If you are interested in sponsorship for this event, please fill out the enclosed Sponsorship Agreement Form and return to my attention. There are only 32 lanes available and they will go quickly! In order to maximize the exposure we can give you, please respond as soon as possible. **The deadline for sponsorship is Friday, May 31st, 2015.** Thank you for your continued support of NEWH as it is the key factor to the organization's success!

Sincerely,

Tara Hebert

Fundraising Director, NEWH/Atlanta Chapter
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