



Dear Business Owner/Manager,

The Hawk Law Group is thrilled to announce our upcoming **3rd Annual Bookbag Bash!** This event, brought to you by **Hawk Helps**, a community-driven initiative of our firm, is committed to aiding those in need across the CSRA. The **Bookbag Bash** is a back-to-school event designed to provide **free school supplies** to students from **kindergarten to 12th grade**. The event will take place on **Saturday, July 11, 2026**, inside the **Bell Auditorium**. We aim to provide free family entertainment as well, including **costume characters, DJ music and crafts for kids**. Our goal is to equip **at least 1,000 students** in the Augusta area with the school supplies they need to succeed.

We are seeking partnerships with local businesses like yours to help bring this event to life. As a valued sponsor, your contribution will be pivotal in enriching the event and providing more resources for students. By partnering with us, you will ensure that every dollar raised is used to its fullest potential for the benefit of the students, rather than being allocated toward event costs.

Benefits of Sponsorship Include:

- Exposure to a wide local audience of families
- Association with a positive community event
- On-site branding and acknowledgment during the event
- Your logo on event materials and inclusion in social media posts
- Opportunities for live mentions during the event

If you have questions or would like to discuss this opportunity in more detail, please contact **Lindsey McCullough, Director of Marketing at Hawk Law Group at (803) 226-9089 or email marketing@hawklawgroup.com.**

We hope to have you join us as a sponsor for the **2026 Bookbag Bash!** Thank you for considering this opportunity to make a significant impact in our community.

Sincerely,
Hawk Law Group

Bookbag Bash Sponsorship Opportunities

- Backpack Sponsor - \$3500 - *Only 1 Available*
 - Premier recognition in all promotional and marketing materials
 - Logo included on event advertising (social media, posters, billboards)
 - Logo included in print, TV and radio promotions
 - Prominent booth space & signage at the event
 - Sponsorship dollars contribute to purchase of backpacks for the students

- Entertainment Sponsor - \$2500 - *Only 1 Available*
 - Prominent recognition in all promotional and marketing materials
 - Logo included on event advertising (social media, posters, billboards)
 - Logo included in print, TV and radio promotions
 - Prominent booth space & signage at the event
 - Sponsorship dollars contribute to activities for the families at the event such as character meet & greets, DJ music, and more.

- Star Student Sponsor - \$1000
 - Logo displayed at the event
 - Logo included on event advertising (social media, posters, billboards)
 - Logo included in print, TV and radio promotions
 - 10x10 booth space (optional)
 - Sponsorship dollars contribute to purchase of school supplies

- Team Player Sponsor - \$500
 - Logo displayed at the event
 - Logo included on event advertising (social media and posters)
 - 10x10 booth space (optional)
 - Sponsorship dollars contribute to purchase of school supplies

- Bookbag Buddy - \$250 or a donation of your choice
 - Logo displayed at the event
 - Name Mention included in social media shout-outs to sponsors
 - Sponsorship dollars contribute to purchase of school supplies