



Sponsorship Packet



What is the Northwest Georgia Big Event?

On Monday, April 5, 2021, students for Northwest Georgia came together to say 'thank you' to our community at one of the largest, one-day, student-run service projects in the nation. Through service-oriented activities, The Northwest Georgia Big Event strives to create a culture of campus and community unity by challenging students to engage in year-round community service and which culminates in an annual Big Event. Students understand the work that residents, businesses, and other organizations put into making Northwest Georgia a great place to live and attend school. The Big Event provides an opportunity for these students to give back to the community that gives so much to them.



What We Have to Offer

We are looking to build long-term, mutually beneficial relationships with local businesses. Though the success of The Northwest Georgia Big Event is driven by student volunteers, we do require annual operating funds in the amount of \$10,000. This budget accounts for event day rental costs, items used to recruit volunteers, and resources used to connect with community members.

One of our greatest assets as a student organization lies in our ability to publicize ourselves and our partners using a wide array of channels. Through our partnerships with area schools, churches, and other youth organizations, we are able to reach students, faculty, and staff throughout our area. Additionally, our target audience includes more than just students and faculty; strategic partnerships with local media outlets such as ABC, CBS, NBC and FOX allow us to spread our message to the entire NW Georgia/Chattanooga community.

Your generosity will enable us to ensure that The Big Event becomes a sustainable, yearly impact in the community. Let's build a long-term relationship that promotes community unity and creates positive change in Northwest Georgia. Contact our Sponsorship Coordinator at 423-414-8223, for more information on how you can get involved and make a difference in our community.



The Northwest Georgia Big Event is a ministry of the RTD Project, Inc. RTD Project is a 501(c)(3) tax exempt charity.
www.rtdproject.org 245 Napier Lane Ringgold, Georgia 30736 P: 423-414-8223



SPONSORSHIP LEVELS

Platinum Sponsor - \$2,000

- Title sponsor of the event
- Signage at event day
- Promotional posts on Big Event social media
- Logo on the Big Event website
- Logo in promotional video
- Logo on promotional materials
- Logo on volunteer t-shirt
- Speech at the event
- Flyers/coupons in volunteer packets

Gold Sponsor - \$1,000

- Signage at event day
- Promotional posts on Big Event social media
- Logo on the Big Event website
- Logo in promotional video
- Logo on promotional materials
- Logo on volunteer t-shirt
- Flyers/coupons in volunteer packets

Silver Sponsor – \$500

- Signage at event day
- Logo on the Big Event website
- Logo on promotional materials
- Logo on volunteer t-shirt
- Flyers/coupons in volunteer packets

Bronze Sponsor - \$250

- Signage at event day
- Logo on promotional materials
- Flyers/coupons in volunteer packets