THE UNIVERSITY OF OKLAHOMA

COMMUNITY THROUGH SERVICE

SPONSORSHIP PACKET 2016–2017
WHAT IS THE BIG EVENT?

The Big Event is the University of Oklahoma's official campus-wide day of community service - one day devoted to community, appreciation, and philanthropy. The completely student-run event is also the largest day of community service in the state of Oklahoma. This spring, the 18th annual The Big Event will send more than 6,000 OU students, faculty, and staff volunteers into the central Oklahoma community where they will provide much needed services to non-profit and community-based organizations. Their efforts will save these Oklahoma organizations more than $400,000. Projects include everything from building playgrounds for inner city elementary schools to refurbishing flowerbeds at senior living centers to painting murals in community parks. Our volunteers’ work helps Oklahoma organizations better serve the Norman and OKC metro area year-round. Think of The Big Event as our way of saying thank you to a community that has supported our university year after year.

WHAT YOU CAN DO

The Big Event is in need of generous support from companies and organizations that value our community as much as we do. Our major costs include supplies for our jobsites, volunteer t-shirts, advertising, and office supplies. We graciously accept cash donations as well as in-kind donations, and your donation comes with a unique marketing opportunity for you. The Big Event is prepared to offer our partners comprehensive promotional opportunities that will publicize your company or organization on the OU campus as well as throughout the Norman-OKC area. Please thoughtfully consider the various promotional opportunities that will best suit the needs of your company or organization. Your donations, cash or in-kind, are tax deductible. Please check with your tax accountant.
Dear Prospective Partner of The Big Event:

As President of the University of Oklahoma, I have the opportunity to work with some of the most outstanding young people from around the state, nation, and from more than 120 countries. This generation is truly special, and gives me great optimism about our future as a nation. They place great value in the sense of community and have strong desire to give back to their communities.

Eighteen years ago, our students took the initiative to start the largest community service event in the history of our University. Since then, The Big Event has been an ongoing effort by our student body to make a difference in the lives of people in Norman and the surrounding areas. Last year, The Big Event had an outstanding turnout with over 6,000 volunteers selflessly serving those in need. In its eighteenth year, we are looking to expand in participation and jobsites, further establish long-term community relationships, and increase awareness through the creativity and vitality of our hard-working students.

I could not be more proud of our students and the efforts they continue to put forth to show their commitment to community and to make each The Big Event a success. With your support, this year’s The Big Event is sure to make an even greater impact on our community. The University of Oklahoma is a special place, and Molly and I are proud to be associated with these students. I hope you too will consider an association with this great generation, and I thank you for your interest in The Big Event.

Sincerely,

David L. Boren
President
# THE LEVELS OF SPONSORSHIP

## TITLE SPONSOR $15,000+
- ALL OF THE BENEFITS OF THE PREMIER PACKAGE PLUS:
- Title Sponsorship of The Big Event (i.e. The University of Oklahoma’s The Big Event presented by “YOUR NAME HERE”)
- Titles will be granted on a first come, first served basis

## PREMIER SPONSOR $6,000+
- ALL OF THE BENEFITS OF THE PRESENTING PACKAGE PLUS:
- Title Sponsorship of a major The Big Event Week (i.e. The Big Event's Awareness Week OR Kick Off Week presented by "YOUR NAME HERE")
- Titles will be granted on a first come, first served basis

## PRESENTING SPONSOR $3,000+
- ALL OF THE BENEFITS OF THE SUPPORTING PACKAGE PLUS:
- Your logo included on over 6,000 The Big Event volunteer and staff t-shirts to be worn at the event and in the future
- Your logo on the stage banner at opening ceremony
- Your logo on jobsite yard signs at over 150 different locations across Norman/OKC
- Your logo on approximately 7,000+ handbills, which will be distributed throughout the OU campus
- Your logo on 500+ door hangers which will be distributed across university housing and student-heavy apartment complexes in Norman

## SUPPORTING SPONSOR $1,000+
- ALL OF THE BENEFITS OF THE PARTNER PACKAGE PLUS:
- Your logo displayed on 200+ large flyers which will be placed throughout the OU campus and at various sites on Campus Corner
- Your logo on table flags throughout the Student Union, Headington Hall, Couch Cafeteria, and Cate Center
- Your company highlighted on our social media pages which have a reach of over 4,500+ people across multiple platforms

## PARTNER SPONSOR $350+
- Your logo published on The Big Event website that is viewed by all volunteers, with an optional link to your website

Examples of promotional materials are available upon request.
CONTACT US

900 Asp Ave., OMU 392
Conoco Student Leadership Wing
Norman, OK 73019-4054

Phone: (405) 325-7912
Fax: (405) 325-5558
Email: bigevent@ou.edu
Website: bigevent.ou.edu

Vice Chair of Sponsorship: Jordin Rice
Phone: (832) 797-1706
Email: jordinrice@ou.edu

@OUBIGEVENT   Facebook   Twitter   Instagram   Snapchat
THE BIG EVENT
SPONSORSHIP CONTRACT

Business Name __________________________________________

Contact Person __________________________________________

Mailing Address __________________________________________

City __________________________________ State ___________ Zip _________

Telephone ___________________________ Fax Number __________________

Email Address __________________________________________

☐ Yes! I agree to sponsor the University of Oklahoma’s The Big Event and have indicated the level of sponsorship below.

☐ I wish to be a Partner sponsor ($350+) and agree to donate the following:
   $______ cash or check donation
   $______ in materials or supplies (please describe)

☐ I wish to be a Supporting sponsor ($1,000+) and agree to donate the following:
   $______ cash or check donation
   $______ in materials or supplies (please describe)

☐ I wish to be a Presenting sponsor ($3,000+) and agree to donate the following:
   $______ cash or check donation
   $______ in materials or supplies (please describe)

☐ I wish to be a Premier sponsor ($6,000+) and agree to donate the following:
   $______ cash or check donation
   $______ in materials or supplies (please describe)

☐ I wish to be a Title Sponsor ($15,000+) and agree to donate the following:
   $______ cash or check donation
   $______ in materials or supplies (please describe)

Please make checks payable to: OU Foundation, Memo: The Big Event
Mail this form and payment to The Big Event, 900 Asp Ave., OMU 295, Norman, OK 73019-4054
If you have any questions or concerns, please contact us at bigevent@ou.edu or call us at (405) 325-7912.
You may also contact Jordin Rice, Vice Chair of Sponsorship, directly at jordinrice@ou.edu.
The University of Oklahoma is an Equal Opportunity Institution.
For accommodations on the basis of disability, please call (405) 325-7912.