



Norwich University Bicentennial Birthday Bash

BOSTON



November 16, 2019

Sponsorship Opportunities

A Celebration 200 Years in the Making!

Norwich University will mark its 200th anniversary with a year-long celebration that will span the nation. In addition to a spectacular on-campus party during Homecoming 2019 (September 18-22), five gala events will take place in 2019-2020.

January 19, 2019: **Naples, FL: The Naples Beach Hotel**

June 7, 2019: **New York, NY: Intrepid Sea, Air and Space Museum**

October 26, 2019: **Washington, DC: National Museum of the U.S. Army**

November 16, 2019: **Boston, MA: Seaport Hotel**

January 25, 2020: **San Francisco, CA: JW Marriot Union Square**



About Boston's Bicentennial Birthday Bash:

Located in the Seaport District, the elegant Seaport Hotel overlooks Boston Harbor. Beautiful city and water views will provide a scenic backdrop for Norwich's bicentennial birthday celebration. The Sullivan Museum & History Center traveling exhibit will be the centerpiece of the cocktail reception on the mezzanine level. Food stations providing a diverse selection of light fare will be available as guests mingle and explore the exhibit. Guests will then move to the Plaza Ballroom for a celebratory champagne toast and, of course, birthday cake. This unique and festive party will be a memorable celebration of the university's remarkable milestone.

Be part of the historic celebration!

A limited number of corporate sponsorship opportunities are available for the Boston gala on Saturday, November 16, 2019. A sell-out attendance of 500 guests is anticipated and will include Norwich trustees, alumni, parents and friends as well as prominent dignitaries. Support for this event will provide your company with visibility at the Boston Bicentennial Birthday Bash, Homecoming 2019 and the four other gala events in the bicentennial series.

Sponsorship options:

Commemorative program book ad

Featuring historical images and text, 5,000 copies of the commemorative program book will be distributed at the gala events in Naples, New York City, Boston, Washington D.C. and San Francisco as well as Homecoming 2019.

Table Sponsor

40 table sponsorships available

Your sponsored table of ten will include signage with your corporate logo and preferred seating in the beautiful Plaza Ballroom. Premiere Table Sponsors will have preferred placement and guests will receive complimentary, signed copies of Norwich's history book, *Citizens & Soldiers: The First 200 Years of Norwich University*.



Commemorative Gift Sponsor

Single sponsorship available

The official bicentennial commemorative coin is a beautiful memento of the once-in-a-lifetime events celebrating Norwich's 200th anniversary. These 1.5" struck brass coins feature Norwich University's seal on one side and the bicentennial logo on the other. Your corporate name and logo will be included on the elegant packaging for each coin.



Regimental Drill Team Sponsor

Single sponsorship available

Norwich's Shock Platoon, the University's renowned Regimental Drill Team, will be among the highlights of the evening's program.



Cocktail Reception Sponsor

Single or co-sponsorship available

Libations and food stations with a variety of tempting options will be available during the reception on the Mezzanine. The Sullivan Museum & History Center's "Citizens & Soldiers" exhibit will be on display for guests to explore.

After-Party Sponsor

Single or co-sponsorship available

For those who want to linger and continue the celebration there will be an After Party on the Mezzanine level with music, food, drinks and additional time to socialize with friends.

Bicentennial Commemorative Program Book Ads

5,000 copies of the commemorative program book will be distributed at the gala events in Naples, New York City, Boston, Washington D.C. and San Francisco as well as at Homecoming 2019.

1/4 page ad (4.25"x5.5" vertical)	\$600
1/2 page ad (5.5"x8.5" horizontal)	\$1,000
Full page ad (8.5"x11" vertical)	\$2,000
Inside front or back cover (8.5"x11" vertical)	\$2,500

Boston Bicentennial Birthday Bash Sponsorship Opportunities

	Table sponsor \$1,000 (\$500 gift credit)	Premier Table sponsor \$2,500 (\$1,150 gift credit)	Regimental Drill Team sponsor \$3,000 (\$2,500 gift credit)	Commemorative Gift sponsor \$5,000 (\$4,500 gift credit)	Cocktail Reception sponsor \$8,000 (\$6,650 gift credit)	After Party sponsor \$8,000 (\$6,650 gift credit)
PRE-EVENT RECOGNITION						
Acknowledgement on event invitations (postal/email)					X	X
Corporate logo with link from registration page					X	X
Social media shout outs--Facebook/Instagram/Twitter				X	X	X
ON SITE RECOGNITION						
1/8 page ad in Commemorative Program book	X					
1/4 page ad in Commemorative Program book		X	X			
1/2 page ad in Commemorative Program book				X		
Full page ad in Commemorative Program book					X	X
Boxed commemorative gift with corporate logo				X		
Cocktail table signage/banner at reception					X	X
Recognition on video screen during reception/dinner					X	X
Recognition from podium			X	X	X	X
Opportunity for corporate table display				X	X	X
Full color logo on event banner/poster/easel			X	X	X	X
Complimentary table of 10	X					
Complimentary table of 10 with preferred placement		X	X	X	X	X
Complimentary, signed copies of Norwich's history book, "Citizen & Soldiers" for each guest at sponsor's table		X			X	X
Sponsorship recognition on host dinner tables		X	X			
Sponsorship recognition on all dinner tables					X	X
POST-EVENT RECOGNITION						
Corporate profile in The Record alumni magazine					X	X
Recognition in Norwich University Annual Report				X	X	X