

BUDGET EXPLANATION FOR MIDDLE SCHOOL BACKPACK PROJECT

Our Greeley Redeye Club has agreed to be one of the sponsors for the Annual Back to School Kickoff Event. The total budget for this one day event is \$102, 165. The school district and the Success Foundation will contribute funding, but the main source is to obtain sponsorships from the community.

Our club has committed to the Middle School level sponsorship which is broken down below. The majority of the cost is for the actual backpacks that are filled with necessary supplies for Middle School students at a cost of approximately \$20 per backpack and we are sponsoring 300 of those which totals more than \$5,000, but the sponsorships are set in certain increments and we agreed on the \$5,000 level which includes the following:

MIDDLE SCHOOL SPONSOR \$5,000 • 300 backpacks filled with school supplies, to be distributed to District 6 middle and high school students the day of the event.

- Prominent recognition on ALL promotional materials, including volunteer T-shirts, newspaper advertisements, website promotions, social media posts, print materials and more.
- Space to display (1) 4'x6' banner at the event (sponsor to provide banner)
- Opportunity to distribute company/organization information and promotional materials in 2,000 distributed backpacks
- One complimentary 20' x 10' community booth