



Sponsorship Opportunities for 2023-2024

Annual Sponsorship

Queen Bee

\$2500

Support Guilford educators with the largest impact donation and have top-tier visibility for the full school year. Queen Bees will be branded at all four GFFE events and event marketing plus on our website and Facebook pages. Queen Bees will also have their logo featured in our three planned Guilford Courier advertisements, and be a featured sponsor in our signature, semi-annual STAR Awards program every winter and spring.

Honeycomb

\$1000

Become a yearly partner to impact youth. Whether new to GFFE, or if you sponsored an event in the past but want to have greater impact with the opportunity for increased visibility, enjoy the Honeycomb! Honeycomb donors will be branded at all four GFFE events and event marketing plus on our website and Facebook pages.

Single Event Sponsorship

Buzzworthy

\$500

Event sponsorship makes our amazing annual events happen and ensures that event proceeds can be used effectively. Choose your favorite GFFE event and help it come to life! Buzzworthy donors will have preferred brand placement at the event and visibility in website, marketing and select social media promotions leading up to and post-event.

The Hive

\$250

Choose your favorite GFFE event and be part of the fun. The Hive donors will have brand placement at the event and will be included as a sponsor on the event's webpage.

Giveaway

TBD at cost

What is better than having your brand on merchandise that has ongoing use to event participants? You can sponsor an event giveaway with your logo next to GFFE for all to enjoy. Giveaway sponsors can help choose the merchandise and will provide a supporting budget.

Adult Spelling Bee Team Sponsor

\$300

The GFFE Adult Spelling Bee will be back for 2024! We are offering a special Spelling Bee Team Sponsor for donors that want to be part of the fun. The only sponsorship levels for this event will be the Team Sponsor and Buzzworthy. By providing a Team sponsorship, you will be supporting the individuals on your team or a non-profit group so they do not have a registration fee. You can be part of naming the team and have branding on the Team table at the event.

*see matrix for detailed information

GFFE 2023-24 Event Summary

Kids' Spelling Bee

The Guilford Fair

September 16, 2023

The Kids' Spelling Bee is an annual tradition at the Guilford Fair. It is a chance for the top spellers from Guilford Public Schools (grades 3 through 6) to compete against their peers for top prize. Approximately 200 people are actively engaged as the spellers, parents, and volunteers in addition to the many Fair-goers who observe this event that takes place for about an hour on the center stage.

Sponsorship Levels Available: Queen Bee, Honeycomb, The Hive, Buzzworthy, Giveaway



Trivia Bee

Guilford High School

November 16, 2023 (TBD)

The annual Trivia Bee started as a virtual event during the pandemic and was so well received it is now one of GFFE's signature in-person events. Trivia questions are targeted for 3rd through 9th graders, however the Trivia Bee is for families to have fun together regardless of age. Approximately 125 people attend the event, including local celebrity emcees.

Sponsorship Levels Available: Queen Bee, Honeycomb, The Hive, Buzzworthy, Giveaway



Bee Ball

Baldwin Middle School

March 2, 2024

Bee Ball is a wonderful event, taking place as the regular Guilford Basketball League season concludes and it garners tremendous community support. The Bee Ball is a time for students from 3rd to 7th grade to enjoy some fun basketball three-against-three games in tournament style. Approximately 500 people are engaged in and attend this event.

Sponsorship Levels Available: Queen Bee, Honeycomb, The Hive, Buzzworthy, Giveaway



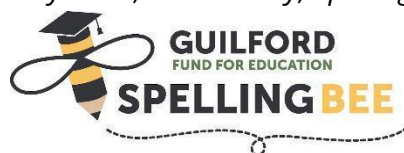
Adult Spelling Bee

Guilford High School

April 19, 2024

The Adult Spelling Bee has been the flagship fundraiser for GFFE. It is an opportunity to bring community organizations, businesses, schools, PTOs and local officials together to promote GFFE's great work as well as to create a fun evening for 3-4 teams to compete in spelling some challenging words. Traditionally, creativity peaks for teams and they both dress and choose names that are bee-themed. Approximately 200 people attend the event including participants, audience members, volunteers, and presenters.

Sponsorship Levels Available: Queen Bee, Honeycomb, Buzzworthy, Spelling Bee Team



GFFE 2023-24 Sponsorship Matrix

Details on each sponsorship level are in the chart below. Contact us with any questions. Please see notes under the matrix for further details.

	Annual		Event			
	\$2,500	\$1,000	\$500	\$250	at cost	\$300
Sponsor Benefits (Program year runs Aug 1, 2023- June 30, 2024)	Queen Bee	Honeycomb	Buzzworthy	The Hive*	Giveaway	Spelling Bee Team
Co-branding on select event signage at all events for one year	X	X				
Logo on GFFE Home page	X	X				
Individual Announcement on Social Media promoting yearly sponsors	X	X				
Social Media end of school year recognition to our yearly sponsors	X	X				
Included in all emails to our database	X	X				
Included in press release and social media on high-profile GFFE/GPS partner grants	X					
Inclusion in STAR Award promotions	X					
Logo on our three Guilford Courier Ads	X					
Option to Include Handout at Event(s)	X	X	X			
Inclusion as a sponsor on the GFFE website Event page			X	X	X	
Listed in select onsite printed or electronic materials at event			X	X		X
"Buzzworthy" premier placement in print and digital			X			
Mention in select social media and emails leading up to and post event			X	X	X	X
"The Hive" placement in print and digital				X		
Exclusive logo on event giveaway					X	
Team naming rights and promotional table sign						X
	<i>*The Hive Sponsor level is not available for the Adult Spelling Bee</i>					

Key notes:

- Annual sponsorships should be confirmed by September 1st, 2023 to be included in the first annual event, The Kids' Spelling Bee, at The Guilford Fair on September 16th.
- Queen Bee sponsors will be noted in submitted press releases, but the news agencies control final editorial content so we cannot guarantee mention. They will be in planned advertisements.
- High-resolution, print ready logos are requested at least two weeks prior to the sponsored event