

LUMBEE REGIONAL DEVELOPMENT ASSOCIATION, INC.
Lumbee Homecoming 2012

Sponsorship/Marketing Packet

GOLD

PLATINUM

MAJOR

BENEFACTOR



*44 Years of Celebrating
American Indian
Pride, Culture, Families, and Community*

Proudly Sponsoring

*The Second Largest
Attended Event in
Robeson County*

(910) 521-8602

PO Box 68 636 Prospect Road Pembroke, NC 28372
Lumbee Regional Development Association, Inc.

Lumbee Homecoming

Sponsorship Awards

*Sponsors who make a donation to cover the sponsorship of an entire event will be the only sponsor recognized at that event

SILVER - \$500

- 1/4 page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to a ticketed event of choice (Reserved seating)
- Company/Name listed in Homecoming Program Book

GOLD - \$1000

- 1/2 page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to a ticketed event of choice (reserved seating)
- Company/Name listed in Homecoming Program Book
- Listing on Lumbee Homecoming Website

PLATINUM - \$2,500

- 3/4 page Ad in Homecoming Program Book
- 4-Homecoming Program Books
- 2-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Golf Tournament registration for four golfers
- Listing on Lumbee Homecoming Website

MAJOR - \$5,000

- Full page Ad in Homecoming Program Book
- 4-Homecoming Program Books
- 4-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Company/Name announced at events Sponsored
- Golf Tournament registration for two teams of (4) four golfers
- Listing, link and logo displayed on Lumbee Homecoming Website through 2013
- Float in Homecoming Parade

BENEFACTOR - \$10,000 +

- Full page Ad in Homecoming Program Book
- 8-Homecoming Program Books
- 8-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Company/Name announced at events Sponsored
- Golf Tournament registration for three teams of four (4) golfers
- Listing, link and logo displayed on Lumbee Homecoming Website thru June 2013
- Float in Lumbee Homecoming Parade

Fireworks Display



Lumbee Regional Development Association's 4th of July Fireworks show is the largest and most elaborate display in the region. The show can be seen in nearby Prospect and Chapel Communities and up to a 10 mile radius. The Fireworks display draws over thousands to the Town of Pembroke. A single sponsorship for the Fireworks Sky Show is \$8,000. 00

Gospel Singing



The Gospel Singing allows Lumbee Church community and the public to come together to fellowship and to worship during Lumbee Homecoming. The Gospel Singing features local and out-of-town groups, and is free to the public. The sponsorship level for this event is \$2,000.00. The location of the Gospel Singing moves each year to a new geographic location in the county. The Saddletree Church of God will host the event this year.

Parade



The parade is a major highlight during the annual Lumbee Homecoming. The Parade is usually held on Saturday, following the 4th of July. Hundreds of individuals from around the state participate in this event, and thousands come home from all over the United States to be a part of this annual event. It has been estimated as many as 20,000 to 30,000 line the streets to see the parade and enjoy the day's events and fireworks. These events are the second largest attended events in Robeson County.

Little & Junior Miss Lumbee Pageant



The Little Miss Lumbee Pageant gives young girls ages 6-9 and juniors 10-13 the opportunity to represent the Lumbee people and this region of NC. The pageant features traditional regalia, talent, an onstage interview and evening gown competition. This year the pageant will be held June 29, 2011 at Givens Performing Arts Center on the campus of UNC-Pembroke. A single sponsorship level for this event is \$10,000. 00

Teen & Miss Lumbee Pageant



The Teen & Miss Lumbee Pageant determines which 2 young women will serve as ambassadors for the Lumbee people. The pageant features regalia, talent, an interview and evening gown competition. This year the pageant will be held July 1, 2011 at Givens Performing Arts Center on the campus of UNC-Pembroke. A single sponsorship level for this event is \$10,000. 00

Elders Luncheon



The Elders Luncheon is held annually in conjunction with the week-long schedule of events held during Lumbee Homecoming. This is a special occasion for the elders of Robeson County and surrounding communities, and those visiting from other cities. This event provides attendees with food, fun, and fellowship. Most who attend look forward to fellowshiping with old friends and



Farewell Tea

The Farewell Tea is a time for the Ambassadors to reflect on the past year, and to say their final good bye to their many supporters and friends. This is a special occasion for the girls as they showcase their talents and the experience and confidence they have gained throughout their reign. A single sponsorship level for this event is \$ 2,000. 00



Coronation Ball

The Coronation Ball is a formal event which captures the two worlds Lumbee people walk in, the traditional and the contemporary. The Coronation Ball melds together a traditional crowning ceremony for the new Lumbee Ambassadors with a formal banquet. A live band provides entertainment for the new ambassadors and their supporters. The maximum capacity of the event is 500 people. A single sponsorship level for this event is \$5,000.00.

Golf Tournament

The annual Lumbee Homecoming Charity Golf Tournament provides a venue for business people to socialize and network. The golf tournament is held at a reputable golf course and lunch is provided for all golfers. The sponsorship level for the Golf Tournament is \$ 3,000.00



Outdoor Gospel Concert

The Outdoor Gospel Concert is held on Saturday afternoon prior to the Lumbee Homecoming Sky show. Local artist from around Robeson and surrounding counties provide Gospel music from 6:00 p.m. until the firework show begins. Thousands of attendees line the sidewalks and streets to enjoy an afternoon of Gospel music, food, crafts, and fellowship. The sponsorship level for this event is \$1,000.00

Lumbee Regional Development Association, Inc.

LUMBEE HOMECOMING ADVERTISEMENT AGREEMENT

Contact Person:	Title/Position:	
Business/Organization		
Mailing Address:	Daytime Phone:	
City:	State:	Postal Code:
Email Address:	Web-Site:	

- Advertisement must be in one of the electronic formats listed below:
- Microsoft Word, High Resolution PDF File, or JPEG (See Dimensions Below)
- If a photograph is included in your Ad please provide a high quality photo.
- Submit via, 3.5 Disk, CD, or email to jlock@lumbee.org Please title subject line (Homecoming Ad)
- Hard Copy should be submitted with form to assure accuracy
- If you should have questions, or need additional information please contact Joyce Locklear at 910-522-2142

Full Page: 7.3 x 9.8	½ Page: 7.3 x 4.75	¼ Page: 3.5 x 4.75	Business Card 3.5
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<p><u>Advertising Rates</u></p> <p>All Ads will be printed in Full Color</p> <p style="text-align: center;">SOLD</p> <p>Inside Front...\$1000.00</p> <p>Inside Back.....\$800.00</p> <p>Back Cover.....\$1000.00</p> <p>Full Pg.\$600.00</p> <p>Half Pg.\$300.00</p> <p>Quarter Pg. ...\$150.00</p> <p>Eighth Pg.\$100.00</p>	<p>_____ Same as prior year ad</p> <p>_____ Prior ad with date changes</p> <p>_____ Prior ad with the following changes:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>I hereby understand and agree with the requirements of this Agreement. I am enclosing a payment of \$ _____ for a _____ page advertisement in the 44th Annual Lumbee Homecoming program booklet.</p> <p><u>I am doing a sponsorship: See attached Sponsorship form.</u></p> <p>Check Enclosed: \$ _____</p> <p>Please make check or money order payable to: Lumbee Homecoming Attn: Ad Sales/Sponsorship PO Box 68 Pembroke, NC 28372</p>
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LUMBEE HOMECOMING 2012

44th Annual Celebration

EVENT SPONSORSHIP

I would like to sponsor, or donate to the following event/events:

GOLF TOURNAMENT

___ \$ 3,000.00 (Entire Event)
 ___ \$ 1,000.00
 ___ \$ 100.00 (Hole Sponsorship)
 _____ Other

CORONATION BALL

___ \$ 5,000.00 (Entire Event)
 ___ \$ 1,000.00
 ___ \$ 500.00
 _____ Other

FIREWORKS DISPLAY

___ \$7,500.00 (Entire Event)
 ___ \$ 3,000.00
 ___ \$ 1,000.00
 _____ Other

GOSPEL SING

___ \$2,000.00 (Entire Event)
 ___ \$1,000.00
 ___ \$ 500.00
 _____ Other

PARADE

___ \$ 1,200.00 (Shriners)
 ___ \$ 600.00 (2 Floats)
 ___ \$ 300.00 1(Float)
 _____ Other

FAREWELL TEA

----- \$ **2,000.00** (Entire Events)
 ___ \$ **1,500.00**
 ___ \$ **1,000.00**
 _____ Other

LITTLE/JUNIOR PAGEANT

___ \$ 10,000.00 (Entire Event)
 ___ \$ 2,000.00 (Trophy's)
 ___ \$ 100.00 (1 Trophy)
 ___ \$ 500.00 (2 Crowns)
 ___ \$ 250.00 (1 Crown)
 _____ Other

TEEN/MISS PAGEANT

___ \$ 10,000.00 (Entire Event)
 ___ \$ 2,000.00 (Trophy's)
 ___ \$ 100.00 (1 Trophy)
 ___ \$ 500.00 (2 Crowns)
 ___ \$ 250.00 (1 Crown)
 _____ Other

OUTDOOR CONCERT

___ \$ 1,000.00
 ___ \$ 300.00
 ___ \$ 200.00
 ___ \$ 100.00
 _____ Other

Sponsor: _____

Authorized Official: _____ Contact #: _____