

PREPARED BY  
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CHAIR  
BULLS BLOCK PARTY COMMITTEE

PROPOSAL  
FOR  
**Sponsorship**



**08.17.2024**

# Horns up!

We are thrilled for your interest in sponsoring and supporting this year's Bulls Block Party.

Bulls Block Party is the Greater Tampa Area Chapter's largest fundraising event of the year. It is led entirely by volunteer alumni who love supporting USF and to be frank - love having a good time with their friends.

Proceeds from the event go directly to the Great Tampa Alumni Chapter Endowed Scholarship Fund.

Here's a look at where we've been and where we want to go...



# Notables

## YEARS TO NOTE

2016 - FIRST BULLS BLOCK PARTY  
2020 - GTAC SCHOLARSHIP FULLY  
ENDOWED AT \$25,000

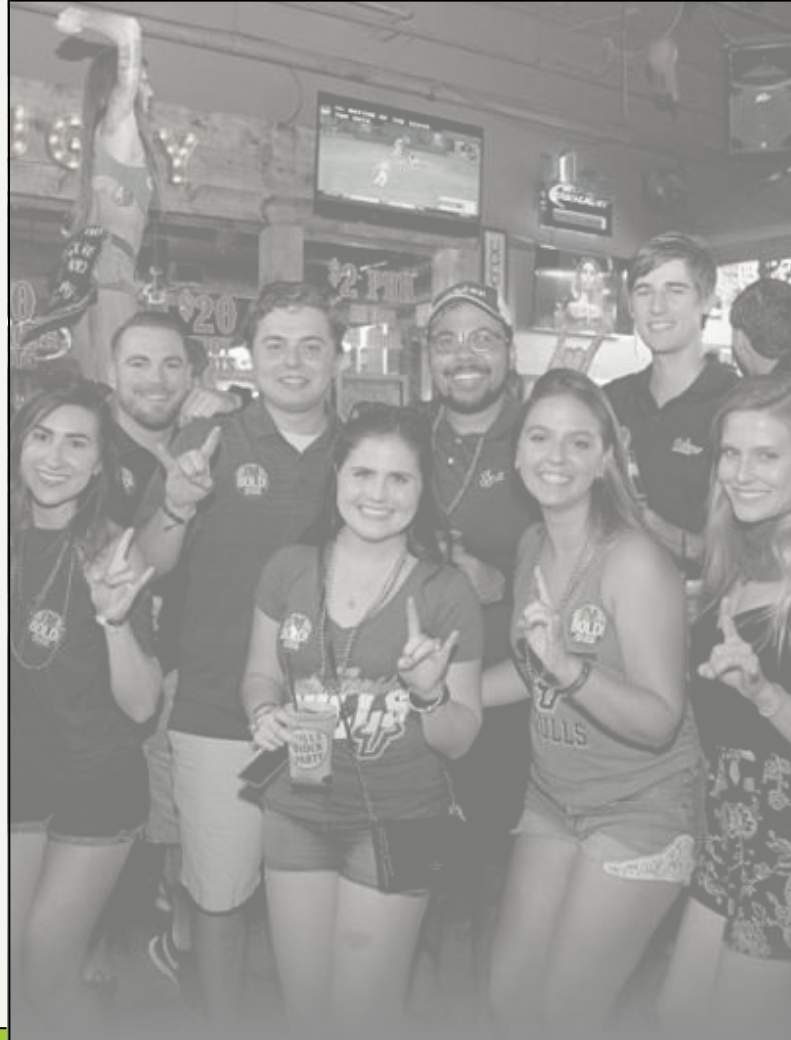
## # OF STUDENT APPLICANTS

2020-2021: 4  
2021-2022: 12  
2022-2023: 130  
2023-2024: 216  
2024-2025: ???

## \$\$ RAISED SINCE 2016

\$97,000\*\*\*

\*INCLUDES 2 COVID YEARS WITH  
NO BULLS BLOCK PARTY IN 2020 &  
2021





# What does it look like?

Starting at 1920 in Ybor City, USF alumni and fans arrive for check-in and can enjoy refreshments, vendor samplings, etc. They'll hear from speakers ranging from USF Alumni Association members to Football Head Coaches.

Attendees then proceed to make their way along 7th avenue visiting participating bars and restaurants decked out in green and gold. Drink specials, music and a ridiculous amount of SOUTH FLORIDA chants will be heard.

## Fast Facts

### TARGET DEMOGRAPHIC

USF ALUMNI AGES 25-45  
TAMPA BAY RESIDENTS

### # OF PARTICIPATING BARS

10+

### # OF EXPECTED ATTENDEES

1,000-1,200

### TICKET PRICING

EARLY BIRD - \$25  
ADVANCE - \$35  
DAY OF - \$45

### Day At-A-Glance:

Registration at 1920

Kick-Off / Guest Speakers

Block Party / Bar Hopping





# Sponsorship at a Glance

Level	\$ Amount	Available
Premier Presenting Sponsor	\$7,500	(1)
Gold Sponsor	\$5,000	(1)
Green Sponsor	\$3,000	(1)
Bar Sponsor	\$1,500	(8)
Friends of GTAC Sponsor	\$100	Unlim.
Beer Sponsor	TBD	(-)
Liquor Sponsor	TBD	(-)

\*ALL SPONSORSHIPS ARE NEGOTIABLE DEPENDENT UPON NEEDS\*

# Premier Presenting Sponsor

\$7,500

## Includes:

- Exclusive Event Presenter Naming Rights
  - Bulls Block Party 2024 Presented By: "YOUR COMPANY"
- Company Logo on Promotional Event Items including but not limited to Wristbands, Towels, Koozies, etc.
- Company Logo on Digital and Print Marketing Materials
- Branding on Event Step N Repeat Photo Lower Thirds
- Booth Space at Event Kick-Off for Promotional Purpose
- Individualized Social Media Posts Before and During Event on IG/Stories, Twitter, and Facebook
- (8) Tickets for Personal or Promotional Usage (\$200 Value)

# Gold Sponsor

\$5,000

## Includes:

- Company Logo on Promotional Event items including but not limited to wristbands, towels, koozies, etc.
- Company Logo on Digital and Print Marketing Materials
- Booth Space at Event Kick-Off for Promotional Purpose
- Individualized Social Media Posts Before and During Event on IG/Stories, Twitter, and Facebook
- (6) Tickets for Personal or Promotional Usage (\$150 Value)

# Green Sponsor

\$3,000

## Includes:

- Company Logo on Digital and Print Marketing Materials
- Booth Space at Event Kick-Off for Promotional Purpose
- Individualized Social Media Posts Before and During Event on IG/Stories, Twitter, and Facebook
- (4) Tickets for Personal or Promotional Usage (\$100 Value)



# Bar Sponsor

\$1,500

## Includes:

- Dedicated Bar with Promotional Activation Station
- Drink Special named after Company
- Logo included in Social Media Posts Before and During Event on IG/Stories, Twitter, and Facebook
- (2) Tickets for Personal or Promotional Usage (\$50 Value)

# Friends of GTAC

\$100

## Includes:

- Name of Individual or Company included under “Friends of GTAC” list on website
- Name of Individual or Company listed on printed and/or digital signage at kickoff event



Our goal is to make Bulls Block Party the marquee alumni event of the year and it is partners like YOU who help make that happen.

This year our fundraising goal is **\$20,000**.

With these funds, it is our hope that we can increase our scholarship dollar amount from \$1K to \$2K and award more than (1) recipient per year.

We are excited for the opportunity to partner with you for Bulls Block Party 2024.

**Thank You & Go Bulls!**