



EVENT DETAILS

This year, we are shifting our focus to show our past restaurant partners that we support them during the challenges of the global pandemic.

Restaurants will participate in a weeklong event beginning **Monday, January 18th through Sunday, January 24th** and HCEF will drive traffic to the restaurants/breweries and encourage support. This year, instead of participating establishments donating a portion of sales, diners will be asked to give onsite or text/give online to support HCEF.

SPONSORSHIP DETAILS & LEVELS

This annual event is a great way for a business to be recognized in the community as a **champion for education**. Administrators, teachers, parents, students and the community at large participate in this event by **dining in or taking out** to support education.

Frequent Diner/Presenting Sponsor(s)..... \$4,000 (non-competing only)

Benefits

- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, flyers, e-blasts, etc.
- Prominent sponsor recognition on the dining guide distributed to over 13,000 Henderson County Public Schools students, families and staff and posted throughout the community
- Sponsor logo on flyers and dining cards distributed at participating restaurants
- Sponsor recognition and link from the event page on the Education Foundation’s website and social media pages and Henderson County Public School’s social media pages (5,000 followers)
- Opportunity to participate in radio interviews with the Foundation staff and board
- Sponsor name mentioned in all radio advertising
- Sponsor named mentioned in “all call”, email & text message over 13,000 parents and employees of Henderson County Public Schools

Dining Guide Sponsor(s).....2,000 (no limit)

Benefits

- Prominent sponsor recognition on dining guide distributed to over 13,000 Henderson County Public Schools students, families and staff
- Sponsor recognition and link from the event page on the Education Foundation’s website and social media pages and Henderson County Public School’s social media pages
- Sponsor named mentioned in “all call”, email & text message to over 13,000 parents and employees of Henderson County Public Schools