

2016 AWARDS DINNER EVENT INFORMATION

Join all-time Hokie great Coach Frank Beamer as we announce our 2016 Launch Something Pulaski Competition award winners and celebrate all 10 finalists at the Jackson Park Inn on Thursday, July 21st at 5:30 pm. Dinner is provided.

Coach Beamer will offer remarks paralleling Launching Something Pulaski's efforts to revitalize our local business district with his own at first revitalizing and then leading the Hokie football program to national prominence.



2016 Launch Something Pulaski Media Overview

Source	Impressions/Views
Facebook	9,445
Twitter	3,264
Website	1,100
YouTube	1,061
Email	920
Event Attendees	100+
Total	15,890

Launch Something Sponsor Benefits	Partner \$10,000	Investor \$7,500	Patron \$5,000	Sector \$2,000	Supporter \$500
Seats at 2016 Awards Dinner VIP table with Coach Frank Beamer	2	0	0	0	0
Seats at 2016 and 2017 Awards Dinners	8	8	6	4	2
Remarks at 2016 and 2017 Awards Dinner	✓				
Marketing advertisement special recognition in all media communications: video, print, etc.	✓				
Letter from sponsor in special events programs	✓				
Remarks at 2017 Kickoff Event	✓	✓			
Logo placement on all special event, print, and electronic materials in prime position	✓	✓			
Employee/representative photo with competition graduates	✓	✓	✓		
Logo and link information under sponsors section on website	✓	✓	✓	✓	
Logo placement on select special event, print and electronic materials	✓	✓	✓	✓	
Announcement in Beans and Rice, Inc. social media and Press Release	✓	✓	✓	✓	✓
Ad in 2017 event program(s)	Full Page	Half Page	Quarter Page	Business card	