Sponsorship Information Packet

Nov. 18-22, 2013
University of South Carolina
Russell House Ballroom
Dear Potential Sponsor:

The Carolina/Clemson Blood Drive is a longstanding tradition in the Carolina community. It is one of the largest service events on campus and has been helping the area for 28 years.

The 2012 Carolina/Clemson Blood Drive was a huge success, bringing in more than 3,600 donors for the University of South Carolina alone.

The 29th Annual Carolina/Clemson Blood Drive is planned for November 18-22, 2013. Before you cheer our Gamecocks to victory on the football field, we invite you to help USC host the most / successful Carolina/Clemson blood drive yet.

With your help we can provide our donors with food, drinks, commemorative T-shirts, and more to help make the experience of donating blood as pleasant as possible.

The Carolina/Clemson Blood Drive is a week-long event that raises awareness about the importance of giving blood. Besides collecting much needed blood, the event also creates a healthy competition between two great universities for a great cause.

With your support, we can be successful and potentially save thousands of lives.

In Gamecock spirit,

Anna Drew Jackson and Kim Endara
Blood Drive Co-Chairs
The Carolina/Clemson Blood Drive is held annually the week before the Carolina/Clemson football game. The drive comes at a crucial time of the year, when blood supplies are low and many people are distracted by the busy holiday season.

Since 1985, the Carolina/Clemson Blood Drive has yielded more than 90,000 units of blood at the start of the holiday season.

The Carolina contingent has donated more than 40,000 units of blood for this highly anticipated event, and last year the two schools tied the annual competition with 14 blood drive wins each.

Therefore, 2013 is the year for Gamecocks to take the lead in the competition!

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Sponsorship Levels

Big Spur..........................$1,000
- Largest logo placement on event board and T-shirts*
- Mentions on blood drive Twitter feed and Facebook page including hyperlink to sponsor’s website
- Opportunity to distribute promotional items at event and set up booth
- Logo placement in sponsor appreciation ad in The Daily Gamecock newspaper
- Company banner featured at the event (to be provided by company)
- 10 complimentary event T-shirts
- “We support the Carolina/Clemson Blood Drive” sign to hang in your business

Cocky..................................$500
- Medium logo placement on event board and T-shirts*
- Mentions on blood drive Twitter feed and Facebook page
- Opportunity to distribute promotional items at event
- Business name text-only listing in sponsor appreciation ad in The Daily Gamecock newspaper
- Company banner featured at the event (provided by company)
- 3 complimentary event T-shirts

Horseshoe.............................$250
- Small logo placement on event board and T-shirts
- Business name text-only listing in sponsor appreciation ad in The Gamecock newspaper

I Bleed Garnet.......................$750
- Large logo placement on event board and T-shirts
- Mentions on blood drive Twitter feed and Facebook page including hyperlink to sponsor’s website
- Opportunity to distribute promotional items at event and set up booth
- Logo placement in sponsor appreciation ad in The Daily Gamecock newspaper
- Company banner featured at the event (provided by company)
- 5 complimentary event T-shirts

Carolinian..........................$100
- Business name text placement in sponsor appreciation ad in The Gamecock newspaper

*Deadline for logo submission is October 4, 2013.
Yes! We would like to support the 2013 Carolina/Clemson Blood Drive by donating the following amount:
$__________________ (This donation is not tax deductible.)

Yes! We would like to support the 2013 Carolina/Clemson Blood Drive with the following in-kind donation:

__________________ (item description)

$__________________ (item value) (This donation is not tax deductible.)

Payment will only be accepted in the form of a check. Please make checks payable to Sorority Council University of South Carolina with the memo line indicating that your payment is for the Carolina/Clemson Blood Drive.

Mail checks to Blood Drive Chair Anna Drew Jackson, 327 S. Harden St., Columbia, SC 29205.

Please print. Make a copy of this form and your sponsorship benefits for reference.

Company Name ____________________________________________________________

Contact Person ___________________________________________ Title ______________________

Contact Telephone # ___________________________ Contact Fax _______________________

Mailing Address ____________________________________________________________

City, State_________________________ Zip Code ______________________

Email Address ____________________________________________________________

Authorized Signature ___________________________ Date ______________________

For questions or more information, please contact:

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