

LUMBEE REGIONAL DEVELOPMENT ASSOCIATION, INC.

LUMBEE HOMECOMING 2017

JUNE 30TH– JULY 8TH 2017

SPONSORSHIP/MARKETING PACKET

BENEFACTOR

MAJOR

GOLD

PLATINUM

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

*Proudly Sponsoring
The Second Largest
Attended Event in
Robeson County*

**LUMBEE HOMECOMING
2017**

(910) 521-8602

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

LUMBEE HOMECOMING 2017

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 - \$ 1,000.00

- 1/4 page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to each pageant (Reserved seating)
- Company/Name listed in Homecoming Program Book

GOLD - \$ 1,500.00

- 1/2 page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to each pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Listing on Lumbee Homecoming Website

PLATINUM - \$ 3,000.00

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

MAJOR - \$ 7,000.00

- Full page Ad in Homecoming Program Book
- 4-Homecoming Program Books
- 6-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 (3) three golfers
- Listing, link and logo displayed on Lumbee Homecoming Website until June 1st 2018
- Float in Homecoming Parade

BENEFACTOR - \$10,000.00 +

- 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 (3) three golfers
- Listing, link and logo displayed on Lumbee Homecoming Website until June 1st 2018
- Float in Lumbee Homecoming Parade

Fireworks Display

Little & Junior Miss Lumbee Pageant



The Little Miss Lumbee Pageant gives young girls ages 5-9 and juniors 10-13 the opportunity to represent the Lumbee people and this region of NC. The pageant features traditional regalia, talent, and evening gown competition. This year the pageant will be held Wednesday July 5, 2017 at the 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 two young women will serve as Ambassadors for the Lumbee people. The age category for Teen is 14 - 17, and for Miss Lumbee contestants are 18 - 26. The pageant features regalia, talent, interview and evening gown competition. This year the pageant will be held on Friday July 7, 2017 at the 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 (65 and older) 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 meeting with old friends and the opportunity to meet new folks. The event is by invitation and will be held on Wednesday July 5, 2017.



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. The Farewell Tea will be held on Sunday July 2, 2017. A single sponsorship level for this event is \$ 3,000.00.00

Golf Tournament

The annual Lumbee Homecoming Charity Golf Tournament provides a venue for business people to socialize and network. The golf tournament will be held at Pine Crest Country Club, and lunch will be provided for all golfers. This event will be held on Saturday, July 1, 2017. The sponsorship level for the Golf Tournament is \$ 3,000.00



Outdoor Gospel Concert

The Outdoor Gospel Concert will be held on Saturday July 8, 2017 prior to the Lumbee Homecoming Firework display. 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 \$2,000.00

Lumbree Regional Development Association, Inc.

LUMBEE HOMECOMING ADVERTISEMENT AGREEMENT

Contact Person:

Title/Position:

Business/Organization

Mailing Address:

Daytime Phone:

Cell 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@lumbree.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

Advertising Rates

All Ads will be printed
in Full Color

SOLD

Inside Front...\$1000.00

Inside Back.....\$800.00

Back Cover.....\$1000.00

Full Pg.\$700.00

Half Pg.\$350.00

Quarter Pg. ...\$175.00

Eighth Pg.\$100.00

_____ Same as prior year ad

_____ Prior year ad with date changes

_____ Prior year ad with the following changes:

DEADLINE FOR SUBMITTING ADVERTISEMENTS MAY 19, 2017

I hereby understand and agree with the requirements of this Agreement. I am enclosing a payment of \$ _____ for a _____ page advertisement in the 48th Annual Lumbree Homecoming program booklet.

Check Enclosed: \$ _____

Please make check or money order payable to: **Lumbree Homecoming**
Attn: Ad Sales/Sponsorship
PO Box 68
Pembroke, NC 28372