

# Sparty Ball



**2020  
SPARTYBALL  
SPONSORSHIP  
OPPORTUNITIES**



# 15<sup>th</sup> Annual SpartyBall in the Windy City

February 29, 2020 – Guaranteed Rate Field – Stadium Club

This annual event is a celebration of all things Michigan State, bringing together alumni and friends of all ages from across the country for an evening of food, fun, and philanthropy. Over the past fourteen years, the Chicago Spartans have built SpartyBall into the very best Sparty Party around.

The nation's pioneer land-grant university, Michigan State University began as a bold experiment that democratized higher education and helped bring science and innovation into everyday life. The revolutionary concept became a model for the nation. Today, MSU is one of the top research universities in the world—on one of the biggest, greenest campuses in the nation. Home to nationally ranked and recognized academic, residential college, and service-learning programs, we're a diverse community of dedicated students and scholars, athletes and artists, scientists and leaders.

In ways both practical and profound, we work to create a stronger, more sustainable, and more hopeful future for all.

## THE CAUSE

Proceeds from the event supports one of four endowed scholarships the Chicago Spartans host with Michigan State University. These scholarships provide qualified students in the Chicagoland area with an opportunity to attend Michigan State University by helping to offset the costs associated with tuition and other academic needs.

## EVENT DETAILS

The Chicago Spartans are pleased to welcome adult guests of all ages to an evening celebrating the strength of the Spartan community. We are pleased to invite you to this special event featuring:

- A truly unique venue
- Lively and entertaining music and other special performances
- Premium open bar
- Delicious cuisine
- Exciting silent auction packages
- Outstanding camaraderie
- Event begins at 7:00 P.M. A VIP Reception, including a champagne toast and special MSU guest appearances begins at 6:00 P.M. Limited number of VIP tickets available.

Perhaps most importantly, as a fundraiser for our endowed scholarships, SpartyBall is a chance to give back the gift that each of us has received – a world class education from Michigan State University.



# ABOUT THE CHICAGO SPARTANS

## MISSION

The Chicago Spartans embrace our mission to work as an extension of the Michigan State University Alumni Office and will broaden and nurture alumni relations for Michigan State University in the Chicagoland area. In doing so, it is our mission to foster alumni involvement in the University through development, student recruitment, legislative advocacy and career placement, and act as general extension of the University in the Chicago Metropolitan area.

Beyond our work as a regional Alumni Club for Michigan State, the MSU Alumni Foundation of Metro Chicago seeks to generate resources which will support the educational efforts among students in Illinois who wish to attend Michigan State University.

## FAST FACTS

- Our local Alumni base is 25,000 Spartans strong, with an additional 40,000 friends, spouses and parents living and working in the Chicago community.
- We operate the largest alumni-led group on Facebook and LinkedIn in the Chicago market.
- The median household income for SpartyBall attendees typically exceeds \$200,000.
- Our Alumni boast exciting and innovative careers from a wide variety of industries, including financial services, marketing and sales, non-profit and event management and more.
- We host an average of six events per month which allow our Alumni to mix, mingle and make new Spartans friends (you can never have too many!).
- The event namesake, "Sparty," is a founding recipient of the Mascot Hall of Fame, a two-time Capital One Mascot Challenge winner, and was the first non-athlete to be featured on the cover of an EA Sports video game, winning by a 75,000 vote margin in 2009.



# SPARTYBALL SPONSORSHIPS

Join an exclusive group of Spartan Supporters by becoming one of SpartyBall's Signature Sponsors. These committed and generous businesses make a significant difference for our annual scholarship contributions.

## \$17,500 SPARTYBALL PRESENTING SPONSOR – **SOLD!**

- Prominent placement of your logo on all digital pieces: email blasts, and the Chicago Spartans website
- Exclusive brand recognition on the SpartyBall Event website ([www.spartyball.com](http://www.spartyball.com))
- Executive committee appointment for one member of your company team
- Dedicated follow-up email from the sponsor
- Official company photo with Sparty
- Verbal recognition at the event.
- Recognition in all media relations efforts regarding event.
- Eight VIP tickets and eight general admission tickets for the event

## \$10,000 SPARTYBALL PLATINUM SPONSOR

- Prominent placement of your logo on all digital pieces: email blasts, and the Chicago MSUAA website
- Opportunity for your company to be billed as our Entertainment Sponsor, helping underwrite our entertainment for the evening
- Exclusive brand recognition on the Chicago Spartans website ([www.chicagospartans.com](http://www.chicagospartans.com)) highlighting company's sponsorship
- Official company photo with Sparty
- Verbal recognition at the event.
- Six VIP tickets and six general admission tickets for the event

## \$5,000 SPARTYBALL GOLD SPONSOR

- Prominent signage during the event reception as well as on the sponsor listing
- *Opportunity for your company to be billed as a Young Alumni Sponsor, helping underwrite a significant discount for recent graduates of MSU who wish to attend SpartyBall.*
- Verbal recognition at the event
- Official company photo with Sparty
- Six VIP tickets, which includes exclusive access to pre-event reception

## \$2,500 SPARTYBALL SILVER SPONSOR

- Logo placement featured in all digital pieces: email blasts, Chicago MSUAA site
- Opportunity for your company to sponsor one of two honors awarded at SpartyBall – our Distinguished Alumni Award or our Spartan Innovator Award, both of which recognize achievement by local Spartans in the Chicago Community.
- Company name placement in event program
- Official company photo with Sparty
- Two VIP tickets to SpartyBall 2020

## \$1,000 SPARTYBALL BRONZE SPONSOR

- Company name featured in all digital pieces: email blasts, Chicago MSUAA site
- Company name featured in event program as an official sponsor of SpartyBall 2020
- Official company photo with Sparty

The Chicago Spartans can also create a customized sponsorship to fit your company's needs. Each carries a unique way of promoting your company's brand as you help us give local students from Illinois a chance to attend Michigan State University.



# SPONSOR REGISTRATION FORM

Thank you for supporting the Chicago Spartans Endowed Scholarship fund, which provides tuition assistance for Chicagoland students, making it possible for deserving local kids to receive a world-class education from Michigan State University.

## SPARTYBALL SIGNATURE SPONSORSHIPS

- SpartyBall Presenting Sponsor, \$17,500
  
- SpartyBall Platinum Sponsor, \$10,000
  - I wish to be listed as the Entertainment Sponsor
  
- SpartyBall Gold Sponsor, \$5,000
  - I wish to be listed as a Young Alumni Sponsor
  
- SpartyBall Silver Sponsor, \$2,500
  - I wish to be listed as the Distinguished Alumni Award Sponsor
  - I wish to be listed as the Spartan Innovator Award Sponsor
  
- SpartyBall Bronze Sponsor, \$1,000

Please print the following information clearly and as you want it to appear in event collateral materials:

Company Name: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Once completed, please mail this completed form, along with your check to:

MSU Alumni Foundation of Metro Chicago  
c/o Matt Cantwell  
1800 W. Diversey Parkway, Unit B  
Chicago, IL 60614

For more information and to lock in your sponsorship, please email Sponsorship Chair, Sarah Cantwell, at [scantwell@chicagospartans.com](mailto:scantwell@chicagospartans.com)

Thank you for your support!