



Back to School Drive Health Fair and Business Expo 2015

26 June 2015

For: Community Partner

From: Stephen Le Jr.
Board of Director - Back to School Drive 2015

On August 22nd, 2015 from 8 am – 3:30pm, Plaza America will be hosting our “**7th Annual Back to School Drive**” for **2015**, which is considered the largest community service event of the year. We plan to distribute backpacks full of school supplies, uniforms and other items to 20,000 students, approximately to over 8000 families. Adjoining our event is a **Health Fair** that will distribute preventative information and free medical check-up that will give families an opportunity to speak with several healthcare providers and a **Business Expo** that will allow business owners to promote their products and services. To complete the package, a fun fair will be provided for children that will include face painting, snow cones, popcorn, dancing, moon walks, entertainments and more.

This is a big undertaking that requires a collaboration of several organizations whose mission and vision is to help the community regardless of race, religion, color, sex, sexual orientation, national origin, age or ethnicity. This is our response to “**No child left behind**” initiative. Several companies including Wal-Mart, Credit Unions and Community Banks heard our plea and provided majority of the items to last year’s event. This year our goal is to increase the beneficiaries to **20000** students from last year’s **10,000** beneficiaries. With the help of **Houston Independent School District, Alief Independent School District**, 40+ schools will be chosen and the distribution date is scheduled for **August 22nd, 2015**.

Helen Keller said “**ALONE we can do so little, TOGETHER we can do so much**”, and thru this partnership we can accomplish projects that really means a lot to the community and **what a better way to accomplish this by supporting education, schools, children, families and the community we all serve?**

Monetary donations from our corporate sponsors, partners and donors would be greatly appreciated. In fact, **\$220,000** would cover the entire cost of our event. Our budget breakdown is as follows:

ITEM	Cost	Quantity	Total
Backpacks	\$4.50	20,000	\$90,000.00
Uniform Shirts	\$4.00	10,000	\$80,000.00
School Supplies	Varies per item	Varies per item	\$50,000.00
TOTAL			\$220,000.00

See how you can play your part in furthering children’s education and helping your community. To have a smooth, efficient event for participants and volunteers, we will appreciate receiving your donation by July 15, 2015.

Here’s other list of in-kind items needed:

For the students

Pencils, glue, scissors, erasers, colors, markers, wide rule paper or spiral notebook, tissues, pencil bags/boxes
Socks for children ages 4 – 11 years old (pre-k – 5th grade)
Underwear – same age as above

For the volunteers

Bottle water, sodas, juices, chips, candy,
Lite Breakfast items - fruit, donuts, sweet breads
Coffee, cups, sugar, creamer and stirrs
Lunch - sandwiches, salads, tacos, tamales
Plates, napkins, forks

Sponsors will enjoy direct access to attendees at the event, and pre-event exposure through print and social media campaigns, and network marketing directly to **proprietary member lists of participating organizations**. In addition, sponsors will have access to attendee personal data furnished on an opt-in basis.

The Back to School Drive will provide information, education, resources, and opportunities for community involvement to Greater Houston residents. The Event will rely on activities, entertainment, and promotions, and giveaways to attract thousands of participants and attendees. The event will use **multiple venues throughout PlazAmericas**, including the Main Stage and performance area, the Community Room, and other areas throughout the mall for displays.

2015 Community Partners



Sponsorship Opportunities

Back to School 2015 has a limited number of sponsorship opportunities available to companies seeking to increase their exposure and to promote their brand, product and/or service at this unique community event.

\$10,000.00 - Presenting Sponsor - Sponsorship Details:

- Sponsor signage on stage, entrances and within the venue
- Sponsor mentions announced on stage.
- Sponsor logo inclusion in all print and internet promotions

Internet/Email Promotional Value: (4 weeks)

- Website/Facebook Page Views (monthly): 10,000 +
- Facebook Friends: 2,000 +
- Email Blasts: Reaching 5,000 + Subscribers

Print Promotional Value: (4 weeks)

- Press release distributed to all media outlets
- 10,000 – 4 X 6 - 2 sided color push cards
- 300 – 11 x 17 color posters

On-Site Promotional Value:

- (1) 10' x 10' stage with backdrop area available
- (2) 3' x 10' side walls for onsite signage, plus on railing within the venue
- (6) 10 x 10 booths for sampling, giveaways, and registration
- Repeated Stage mentions
- Access to opt-in participant data

\$5,000.00 - Event Sponsor – Sponsorship Details:

- Sponsor logo inclusion in all print and internet promotions
- Booths available for sales, sampling, and registration
- Press release distributed to all media outlets
- 10,000 – 4 X 6 - 2 sided color push cards
- 300 – 11 x 17 color posters
- Access to opt-in participant data

\$2,500.00 - Corporate Sponsor - Sponsorship Details:

- Sponsor logo inclusion in all print and internet promotions
- Booth available for sales, sampling, and registration
- Press release distributed to all media outlets

For more information and sponsorship registration, contact Nelvin Joseph Adriatico at (713)894-9892 email: njadriatico@gmail.com or Theresa Gutierrez at (832)274-4994 email: thegutiz@aol.com or Stephen Le Jr. at (832)866-8273 email: slejr@greatlandcompany.com