

VIA Heritage Association, Inc.

SPONSORSHIP COMMITMENT FORM

Awards Banquet Celebration

Friday, June 28, 2019





VIA Heritage Association, Inc.

819 Henry Avenue, Charlottesville, VA 22903 www.viaheritage.com

James Hollins, Chairman, 434-825-6617

Lucious Edwards, Vice-Chairman

Knox Tull, Treasurer

November 1, 2018

Dear Sir/Madam,

The VIA Heritage Association, Inc. was established in 2013 to preserve the legacy and recognize the accomplishments of the African-American high schools in Virginia from 1954-1969. Although the records of the Virginia Interscholastic Association (VIA) are housed at the Virginia State University Archives, few people in Virginia are aware of the history and accomplishments of the African-American high schools during the era of "Jim Crow." The VIA Heritage Association has therefore undertaken the establishment of a Hall of Fame to honor these schools and their students, faculty and staff.

I would like to request your support as a sponsor for this worthwhile celebration. Your sponsorship will help to offset expenses for this Awards Banquet, and will also assist us in getting closer to accomplishing our goal of establishing a permanent Hall of Fame. You and/or your company will be represented on our Souvenir Program. In addition, you and/or your company will be recognized at our Awards Banquet and everyone attending will know you and your company were involved in assisting us to develop a VIA Heritage Association Hall of Fame. In addition to your sponsorship, you may purchase individual tickets at a cost of \$50 each, or full tables of 10. If purchasing individual tickets, each person must register separately. However, if purchasing a table of 10, we will follow-up with you for the names of your attendees.

I have enclosed a Sponsorship Commitment Form that details the different levels of participation. You may choose how much you desire to give in support of our VIA Hall of Fame Awards Banquet. We are a 501(c) 3 organization; therefore, your sponsorship is tax deductible.

Thank you so much for your support and participation in this important event by being one of our sponsors.

Sincerely,

A handwritten signature in cursive script that reads "James Hollins".

James (Jimmy) Hollins, Chairman
VIA Heritage Association, Inc.



VIA Heritage Association VIA Hall of Fame Awards Banquet Sponsorship

Platinum - level will be \$6,000.00 a year with the last year being discounted \$3,000.00, for a cost of \$15,000.00. Included with this ad is a table of 10, plus and ad on the front inside cover or back inside cover or back outside cover and the company logo on the welcome banner.

Gold - level will be \$5,000.00 a year, and the last year will be discounted \$2,000.00, for a cost of \$13,000.00 for three years. Included with this ad is a table of 10, plus an ad on the front inside cover or back inside cover or back outside cover and the company logo on the welcome banner.

Silver - level will be \$1,500.00 a year, three year will be \$4,500.00. Included with this ad is 5 tickets to the banquet, and a full page ad in the program and the company logo on the welcome banner.

Bronze - level will be \$1,000.00 a year and no discount for three years. The cost will be \$3,000.00, 3 tickets to the banquet and a 1/2 page ad in the program and the company logo on the welcome banner.

Please choose one or more options and forward to burleyvarsityclub@gmail.com
Make checks payable to the VIA Heritage Association (VIAHA)

Submission and Payment Deadline is: April 30, 2019

Name of Company/Business _____ Contact # _____

Choose Participation - Please check Ad type or participation

- | | |
|--|---|
| <input type="checkbox"/> Inside Front or Back Inside/Outside Cover Page Ad - \$250 | <input type="checkbox"/> Platinum Level - \$6,000 |
| <input type="checkbox"/> Full Page Ad - \$125 | <input type="checkbox"/> Gold Level - \$5,000 |
| <input type="checkbox"/> Half Page Ad - \$75 | <input type="checkbox"/> Silver Level - \$1,500 |
| <input type="checkbox"/> Business Card - \$25 | <input type="checkbox"/> Bronze Level - \$1,000 |

Note: Submit your add as a PDF or JPEG file to Jimmy Hollins at burleyvarsityclub@gmail.com

