



40th Annual A Day Sponsorship

Every year since 1982, the University of West Georgia has carried on a rich tradition of encouraging students, alumni, friends and businesses in the West Georgia region to support current and future students. This tradition has grown from a focus in the Carrollton area, to multiple events and communications that focus on our alumni all over the world and events that showcase the importance of student support.

Each year, we have the pleasure of hosting several events in the West Georgia region to promote A Day and to bring awareness to the amazing work that UWG undertakes across the state. These events in Newnan, Douglasville and Carrollton happen in conjunction with our multi-channel marketing campaigns that promote A Day and UWG on social media, email, direct mail and crowdfunding opportunities.

As we approach our 40th A Day, we are excited to offer a unique sponsorship opportunity for businesses to not only show their support of this 4 decade long tradition, but to promote your partnership with UWG for student success.

Your \$2500 sponsorship includes:

- Your company's logo on digital signage throughout UWG 645 acre campus that serves over 12,000 students.
- Social media spotlights shared with over 98,000 followers throughout the A Day campaign that highlight your sponsorship with the university for student success.
- Name and logo on all event materials as well as verbal recognition during remarks at all A Day related events throughout the campaign I.e. programs, invitations, emails,
- Name and logo on A Day website recognizing you as a sponsor.
- Recognition in all of our "thank you" materials following the campaign including social media, email, and direct mail.

Please contact the Annual Giving Team to inquire about this opportunity!

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