

50TH ANNIVERSARY  
**S P O N S O R S H I P**  
**P A C K E T**

PEPPERDINE GRAZADIO BUSINESS SCHOOL

6100 CENTER DRIVE  
LOS ANGELES, CA 90045

310.568.5500

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**BEST FOR THE WORLD LEADERS**

[www.bschool.pepperdine.edu](http://www.bschool.pepperdine.edu)

# 2019 SPONSOR LEVELS AND BENEFITS

LEGACY	VISIONARY	TRANSFORMATIONAL	CATALYST	INNOVATION
\$50,000	\$25,000	\$15,000	\$5,000	\$1,000

## BENEFITS: PRE AND POST EVENT

Logo on Graziadio 50th Anniversary website	X	X	X	X	X
Organization name included in all social media outreach	X	X	X	X	X
Organization name printed on mailed invitation	X	X	X	X	X
Inclusion in paid advertising on outside sponsors	X	X	X	X	
Recognition as sponsor on videos	X	X	X	X	
Discount on additional attendee registration	30%	20%	10%	5%	
Prime visibility and recognition in all facets of the event	X	X			

## BENEFITS: DAY OF EVENT

Company logo displayed on screen at event	X	X	X	X	X
Advertising in program	Full-page	Full-page	Half-page	Qtr-page	Name listed
Complimentary attendee registration	20 VIP	10 VIP	5 VIP	2 VIP	2 General
Admission to Dean's breakfast	10	5	2		
Access to speakers during Dean's post-event reception	X	X	X	X	
Special seating at Dean's VIP reception	X	X			
Tax deductible portion of gift	\$47,000	\$23,500	\$14,250	\$4,700	\$700

# BENEFIT GUIDELINES

## LOGO SUBMISSION

Logos will be included on print material, event website, and on-site advertising according to sponsorship level. Logos will only be accepted in one of the following formats:

- + Vector-based (.eps, .ai, or .ps)
- + High resolution: 300 dpi or greater. Logos under 200 dpi will not be accepted.

## ADVERTISEMENT SUBMISSION

Full color advertisements will be included in the printed event program according to sponsorship level. Advertisements must be submitted to Danielle Mastronardi by March 26, 2019 as a PDF with crops (no bleed) within the following dimensions:

- + Full page (Visionary and Legacy Sponsors) 6w x 9h
- + Half page (Transformational Sponsors) 6w x 4.25h
- + Quarter page (Catalyst Sponsors) 4.5w x 4.25h

## COMPLIMENTARY EVENT REGISTRATION

Complimentary event registration will be provided according to sponsorship level. Once sponsorship agreements go into effect, an email will be sent out including a promotional code and detailed list of instructions to use during the Novo's online registration process.

## DISCOUNTED EVENT REGISTRATION

Discounted event registration will be offered for additional tickets purchased according to sponsorship level. Once sponsorship agreements go into effect, an email will be sent out with a promotional code and detailed instructions to used during the Novo's online registration process.

## DEAN'S BREAKFAST AND VIP RECEPTION

According to sponsorship level, an invitation to the Dean's Breakfast and/or VIP Reception will be sent out once sponsorship agreements are finalized. The invitation will include all important information and promotional codes to be used during the Novo's online registration process.



# 2019 SPONSOR CONTRACT

## SPONSOR INFORMATION



- Individual / Family Foundation Sponsor       Organization / Company Sponsor

NAME (AS IT SHOULD APPEAR ON PRINTED MATERIALS)

PRIMARY CONTACT

PHONE

EMAIL ADDRESS

BILLING ADDRESS

CITY

STATE

ZIP

EXECUTIVE APPROVER (INDIVIDUAL WHO APPROVED / INITIATED SPONSORSHIP)

## SPONSORSHIP LEVEL

- Legacy (\$50,000)       Visionary (\$25,000)       Transformational (\$15,000)       Catalyst (\$5,000)
- Innovation (\$1,000)       Other \$ \_\_\_\_\_

## PAYMENT METHOD

- Check      Make checks payable to "Pepperdine University" and include a copy of this contract with payment.
- Credit Card       Visa       MasterCard       American Express       Discover

NAME

SIGNATURE

CARD #

CVC

EXPIRATION DATE

BILLING ADDRESS

CITY

ZIP CODE

\$

- Send Invoice

TOTAL AMOUNT ENCLOSED OR CHARGED

## AUTHORIZATION AND SIGNATURE

This agreement, signed by an authorized representative of the company, will constitute a binding contract for the sponsorship amount indicated and will become effective upon acceptance by Pepperdine University. Pepperdine University is a tax-exempt 501(c)(3) organization (Federal ID # 95-1644037) and a gift receipt will be generated in the sponsorship amount, less the value of event tickets provided. Pepperdine University shall have the right to use sponsor's trade marks and logos in advertising and promoting the event.

SIGNATURE OF AUTHORIZED REPRESENTATIVE

DATE

PRINT NAME

- Mail form and payment to:  
(Please do not email this form)

Pepperdine Graziadio School of Business  
Attention: Danielle Mastronardi  
6100 Center Drive, Suite 400  
Los Angeles, CA 90045

- Questions?

Contact: Danielle Mastronardi  
danielle.mastronardi@pepperdine.edu  
310.568.5580

