Pi Kappa Alpha Fraternity

Western University

Iota Omega Chapter

925 Richmond Street

London, Ontario

N6A 3J5

Dear Prospective Corporate Sponsor,

I am thrilled to invite you to be part of the 2014 Pi Kappa Alpha’s Peak Week: The Greek Challenge. Enclosed in this letter you will find details on the benefits you will receive during the week according to the size of your donation.

Each year, between 300 and 500 students from Western University will gather for a weeklong fundraising contest – a week infused with physical, spiritual and creative challenges. Peak Week will be a unique opportunity to connect with one of the most exclusive communities in Western, offering you an opportunity to have your company advertised directly to them. We also plan to have local media coverage showcasing our events, which may allow your brand to reach an even larger audience.

Donations of all sizes will be gratefully accepted. Tier packages based on set monetary goals can be purchased which will entitle your company to various benefits described in the chart below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Benefits to the Sponsor | Platinum  ($500+) | Gold  ($350+) | Silver  ($200+) | Bronze  ($100+) |
| Recognition and company link on social media pages (Facebook, Twitter) | X | X | X | X |
| Company signage and banner displayed on ALL pages of Peak-Week website | X |  |  |  |
| Company signage and banner displayed on Peak-Week website (Ad-space: Large) |  | X |  |  |
| Company signage and banner displayed on Peak-Week website (Ad-space: Medium) |  |  | X |  |
| Company signage and banner displayed on Peak-Week website (Ad-space: Small) |  |  |  | X |
| Company signage and banner displayed at Sports Day | X | X |  |  |
| Verbal recognition at opening and closing ceremonies | X | X |  |  |
| Company signage and banner displayed at ALL Event | X | X |  |  |
| Verbal recognition throughout entertainment performances | X | X |  |  |

Website: <http://peakweek.weebly.com/>

**Non-monetary donations\*** will also be accepted. On the last day of events, we will have a raffle of various prize items. All proceeds from raffle tickets being sold will be directed to The Learning Disabilities Association – London Region.

\*Non-monetary donations will be awarded silver-package benefits

Thank you again for your consideration. Please feel free to contact us if you have and questions or concerns.

Regards,

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Pi Kappa Alpha Fraternity Peak Week Co-Chair

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