



**GEORGE  
WALTON**  
ACADEMY  
— EST. 1969 —

# CORPORATE PARTNERSHIPS

2020 - 2021

CONNECTING INTERESTS · BUILDING COMMUNITY · SUCCEEDING TOGETHER







## CORPORATE PARTNERSHIPS

Dear Friend of GWA:

On behalf of George Walton Academy, thank you for exploring the many benefits of becoming a GWA Corporate Partner. By joining us, you'll have an extraordinary opportunity to market your business, service or product to a diverse audience while simultaneously investing in the future of more than 800 of tomorrow's leaders!

Through the corporate partnership program at GWA, we seek to establish and grow lasting relationships that better connect people to their interests, build a stronger community and help us plan for success together. Your support allows us to further invest in GWA's mission of preparing students to become contributing citizens and leaders in a global society.

### When you partner with GWA, you receive valuable exposure to the following markets:

- Over 600 families in Walton, Newton, Rockdale, Gwinnett, Oconee, Barrow, Morgan and Jackson counties.
- Actively-engaged parent and alumni base consisting of business owners and entrepreneurs as well as professionals from every major sector.
- Approximately 1,200 grandparents.
- More than 2,200 alumni.
- Countless daily visitors to the GWA campus.
- A growing Walton County community.

### Benefits of advertising with George Walton Academy:

- Investment in exceptional GWA programs offered through academics, arts, athletics, clubs, global studies and enrichment activities.
- Increased visibility to a large, loyal and motivated demographic with significant purchasing power.
- Opportunities to maximize your return on investment with packages to fit any budget.



To discuss corporate partnership opportunities, please contact Jeanie Beach at [jbeach@gwa.com](mailto:jbeach@gwa.com) or 678-635-3812.



# corporate partnership opportunities

## GWA CORNERSTONE PARTNER

**Investment: \$25,000**

Cornerstone Partners make an immediate and critical impact at GWA. Their contributions establish a strong foundation and provide financial support for the Academy's most pressing needs. Their support enables us to launch and fund many of our signature programs, covers the costs of crucial facility repairs and improvements, and ensures our students have access to a premier educational experience. Our Cornerstone Partners lead the way and set an inspiring example for others to follow.

- **Corporate Partner Directory / Important Dates Calendar:** Full-page, full color ad
- **GWA App:** Prominent logo app button on main page / Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Full-page, full-color ad
- **Corporate Logo on GWA Website:** With link to business website
- **Corporate Partnership Board in Cafeteria:** Prominent location of logo
- **Dawgs Unleashed:** Title sponsor with free golf team, two tennis players, four race entries. Ability to set up tent at Dawgs Unleashed Golf Tournament and Road Race.
- **Fine Arts Playbill:** Half-page, full-color ad
- **Bulldog Magazine:** Quarter-page, full-color ad in 2021 edition
- **Billboard Signs:** Three 3x2 signs in central locations on campus
- **Lucky Dawg Gala:** Platinum partner with table for 10 guests
- **Digital Scoreboard Ad:** Football, basketball and soccer
- **In Focus Newsletter:** Two full-size, full-color ads with link to business website
- **Official Sponsor of an Athletic or Fine Arts Event:** Two opportunities to provide promotional materials, spirit items, and announcement over loudspeaker at events
- **Permanent Logo in Lobby of GWA Main Entrance**
- **One Annual Reserved Parking Space on Campus**
- **Credit in Annual Loyalty Fund Report in Benefactor's Circle**
- **Invitation to Headmaster's Dinner**
- **One Dawgs 360 Family Membership**
- **One Yearbook**



## GWA PROUD PACKAGE (\$9,550 Value)

**Investment: \$8,000**

- **Corporate Partner Directory / Important Dates Calendar:** Full-page, full color ad
- **GWA App:** Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Full-page, full-color ad
- **Corporate Logo on GWA Website:** With link to business website
- **Corporate Partnership Board in Cafeteria:** Logo
- **Fine Arts Playbill:** Quarter-page, full-color ad
- **Bulldog Magazine:** Business card, full-color ad in 2021 edition
- **Billboard Signs:** Three 3x2 signs in central locations on campus
- **Digital Scoreboard Ad:** Football, basketball and soccer
- **In Focus Newsletter:** One full-size ad with link to business website
- **Invitation to Headmaster's Dinner**
- **Up to \$4,000 Dawg Dollars** to spend on additional advertising, Dawgs Unleashed or gala sponsorships, or other events and benefits.

## BULLDOG PARTNERSHIP PACKAGE (\$6,400 Value)

**Investment: \$5,000**

- **Corporate Partner Directory / Important Dates Calendar:** Half-page, full-color ad
- **GWA App:** Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Half-page, full-color ad
- **Corporate Logo on GWA Website:** With link to business website
- **Corporate Partnership Board in Cafeteria:** Logo
- **Fine Arts Playbill:** Full-color logo
- **Bulldog Magazine:** Full-color logo in 2021 edition
- **Billboard Signs:** Three 3x2 signs in central locations on campus
- **Digital Scoreboard Ad:** Football, basketball and soccer
- **In Focus Newsletter:** One-time logo with link to business website
- **Invitation to Headmaster's Dinner**
- **Up to \$2,500 Dawg Dollars** to spend on additional advertising, Dawgs Unleashed or gala sponsorships, or other events and benefits.







**RED AND BLACK PARTNERSHIP PACKAGE  
(\$3,350 Value)**

**Investment: \$2,500**

- **Corporate Partner Directory / Important Dates Calendar:** Half-page, full-color ad
- **GWA App:** Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Half-page, full-color ad
- **Corporate Logo on GWA Website:** With link to business website
- **Corporate Partnership Board in Cafeteria:** Logo
- **Fine Arts Playbill:** Business listing
- **Bulldog Magazine:** Business listing in 2021 edition
- **Billboard Signs:** Two 3x2 signs in central locations on campus
- **Up to \$1,000 Dawg Dollars** to spend on additional advertising, Dawgs Unleashed or gala sponsorships, or other events and benefits.

**SILVER PACKAGE (\$1,800 Value)**

**Investment: \$1,500**

- **Corporate Partner Directory / Important Dates Calendar:** Quarter-page, full-color ad
- **GWA App:** Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Quarter page, full color ad
- **Corporate Logo on GWA Website:** With business link
- **Corporate Partnership Board in Cafeteria:** Logo
- **Fine Arts Playbill:** Business listing
- **Bulldog Magazine:** Business listing in 2021 edition
- **Billboard Signs:** One 3x2 sign in central location on campus
- **Up to \$500 Dawg Dollars** to spend on additional advertising, Dawgs Unleashed or gala sponsorships, or other events and benefits.



**PAW PRINTS PACKAGE (\$1,000 Value)**

**Investment: \$750**

- **Corporate Partner Directory / Important Dates Calendar:** Business card, full-color ad
- **GWA App:** Logo with link in the corporate partners section / Logo on slide show
- **Partners Promo:** Bi-weekly digital flier where you may advertise sales, promos, or specials
- **Yearbook:** Business card size, full-color ad
- **Corporate Logo on GWA Website:** With link to business website
- **Corporate Partnership Board in Cafeteria:** Logo
- **Fine Arts Playbill:** Business listing
- **Bulldog Magazine:** Business listing in 2021 edition
- **Up to \$150 Dawg Dollars** to spend on additional advertising, Dawgs Unleashed or gala sponsorships, or other events and benefits.

**PREMIUM ADD-ONS, AVAILABLE FIRST TO OUR CORPORATE PARTNERS:**

**All add-ons are first come, first served.**

Homework Folder Ad (limited to four): .....	\$500
Carpool Hang Tag (limited to four): .....	\$500
Christmas Tree Program Partner with full-page ad on back of program (limited to one):.....	\$250
Baseball Scoreboard Sign (limited to seven):.....	\$500
Grandparents Day Partner with full-page ad on back of program (limited to one):.....	\$250
Dawgs Unleashed Golf Putting Contest Sponsor (limited to one).....	\$300 + provide contest prize
Ability to bring your tent and set up at most prominent place on golf course and network with golfers.	

# information & benefits

## **GWA APP**

GWA news and information are at your fingertips with this handy phone app. Quick links and scrolling logos will provide greater visibility to our corporate partners.

## **Corporate Partner Directory / Calendar**

This free publication is distributed to all GWA families and will contain a complete directory of corporate partners along with an important dates calendar.

## **Partners Promo**

GWA distributes a biweekly digital flyer in which all partners may advertise their sales, promos, or specials.

## **GWA Yearbook**

Our award-winning yearbook, *The Résumé*, has garnered recognition at national and international levels. Our full-color keepsake book is sold to almost every GWA student. Eagerly anticipated every year by students, parents and faculty, the GWA yearbook will provide years of sponsorship acknowledgement as it is referenced again and again.

## **Dawgs Unleashed**

### **Dawgs Unleashed 5K and Fun Run**

GWA Campus - September 19, 2020

### **Dawgs Unleashed Golf Tournament**

Monroe Country Club - September 28, 2020

### **Dawgs Unleashed Tennis Tournament**

Summit Chase Country Club - September 29, 2020

All sponsor logos will be included in pre- and post-event publicity, on event tee-shirt, and event signage. Sponsors are welcome to provide promotional items for swag bags.



## **Lucky Dawg Gala and Benefit Auction**

February 20, 2021

This event sells out every year. Guests include GWA parents and grandparents, prospective parents, vendors and community friends. All sponsors receive visual recognition at the gala, recognition in a special edition gala newsletter, and logo on gala website event page.

## **Special Event Advertising**

GWA has a nationally-recognized fine arts program. Our marching band consistently wins awards across the Southeast and at national competitions. Our fine arts program is growing with the addition of dance, drama, and choral presentations. Corporate partners will receive advertisements in the playbill inserts of the following fine arts and special event programs:

- Band Concerts
- Drama Productions
- Choral Productions
- Christmas Tree Program
- Dance Performances
- Lower School Plays and Musicals
- Grandparents and Special Friends Day
- Veterans Day Program

## **Headmaster's Dinner**

This special event, hosted by our headmaster each spring, enables us to thank our partners at the \$5,000 and above level for the year.

## Dawg Dollars

**New for 2020-2021:** Enjoy greater flexibility and customize your corporate partnership with Dawg Dollars. You may select from event sponsorships, additional advertising, or even extra benefits up to the dollar amount listed in your selected level.

Please check the items you would like to purchase with your Dawg Dollars.

### ADDITIONAL ADVERTISING OPPORTUNITIES

- \_\_\_\_\_ **\$100.00** In Focus Sponsors Spotlight (includes ad, article on company, and link to website)
- \_\_\_\_\_ **\$750.00** Digital Scoreboard Ads (Displayed on the Nicholson Center scoreboard and the Football scoreboard)
- \_\_\_\_\_ **\$500.00** Advertising Sign on Softball Field (limited availability)
- \_\_\_\_\_ **\$500.00** Advertising Sign on Baseball Field (limited availability)
- \_\_\_\_\_ **\$500.00** Advertising Sign on Lower Field (track and tennis area)
- \_\_\_\_\_ **\$250.00** 3 x 2 billboard sign on the Nicholson Center Parking Lot Billboard
- \_\_\_\_\_ **\$250.00** 3 x 2 billboard sign on the Football Field Billboard
- \_\_\_\_\_ **\$250.00** 3 x 2 billboard sign on the Baseball Field and Track Parking Lot Billboard

### DAWGS UNLEASHED

- \_\_\_\_\_ **\$1,500.00** Dawgs Unleashed Title Sponsor (includes 1 golf team, 2 tennis players, 4 runners)
- \_\_\_\_\_ **\$850.00** Dawgs Unleashed Golf Hole Sponsor (includes 1 golf team)
- \_\_\_\_\_ **\$250.00** Dawgs Unleashed Tennis Luncheon Sponsor (includes 1 tennis player)
- \_\_\_\_\_ **\$100.00** Dawgs Unleashed Tennis Court Sponsor (includes 1 tennis player)
- \_\_\_\_\_ **\$250.00** Dawgs Unleashed Tent Sponsor (includes space for you to bring a tent or table at the golf, tennis or road race with the ability to hand out information and/or promotional items)
- \_\_\_\_\_ **\$150.00** Dawgs Unleashed Fun Run & 5K Refreshment Sponsor (includes 2 runners)
- \_\_\_\_\_ **\$50.00** Dawgs Unleashed Fun Run & 5K Course Sponsor (includes 1 runner)
- \_\_\_\_\_ **FREE** I will provide company-branded promotional items for swag bags or prizes.



### EVENT SPONSORSHIPS

- \_\_\_\_\_ **\$500.00** Sporting Event Sponsor (includes space for you to bring a tent or table at a home event and the opportunity to hand out information and/or promotional items)
- \_\_\_\_\_ **\$500.00** Fine Arts Event Sponsor (includes space for you to bring a tent or table at a fine arts event and the opportunity to hand out information and/or promotional items)
- \_\_\_\_\_ **\$500.00** Gingerbread Christmas Sponsor- Dec. 6, 2020 (set up a tent or table to run a children's activity at the event. Sponsors may provide information about their business)

### LUCKY DAWG GALA & BENEFIT AUCTION

- \_\_\_\_\_ **\$2,500.00** Lucky Dawg Gala Platinum Sponsor (10 guests)
- \_\_\_\_\_ **\$1,600.00** Lucky Dawg Gala Diamond Sponsor (8 guests)
- \_\_\_\_\_ **\$1,000.00** Lucky Dawg Gold Sponsor (6 guests)
- \_\_\_\_\_ **\$800.00** Lucky Dawg Silver Sponsor (4 guests)
- \_\_\_\_\_ **\$400.00** Lucky Dawg Bronze Sponsor (2 guests)

### OTHER BENEFITS

- \_\_\_\_\_ **\$500.00** Dawgs 360 Sponsor. Includes logo on tote and sign at campus events
- \_\_\_\_\_ **\$100.00** One Dawgs 360 Family Membership
- \_\_\_\_\_ **\$75.00** Yearbook (2020-2021 Edition)

**TOTAL DAWG DOLLARS SPENT:** \$ \_\_\_\_\_

\*All items are subject to availability on a first come, first served basis. Please contact Jeanie Beach at [jbeach@gwa.com](mailto:jbeach@gwa.com) or 678-635-3812 with questions.

**NEED MORE DAWG DOLLARS? CONTACT JEANIE BEACH**



# Corporate Partnership Agreement / Deadline: June 19

We're proud to indicate our commitment to support George Walton Academy with a Corporate Partnership at the following level:

Cornerstone Partner: \$25,000

Red & Black Partnership Package: \$2,500

GWA Proud Package: \$8,000

Silver Package: \$1,500

Bulldog Partnership Package: \$5,000

Paw Prints Package: \$750

## Premium Add-Ons for Our Corporate Partners (first come, first served)

Please check availability of premium add on items with Jeanie Beach at [jbeach@gwa.com](mailto:jbeach@gwa.com) or 678-635-3812 before sending payment.

Carpool Hang Tags (limited to four advertisers): ..... \$500

Homework Folder Ad (limited to four advertisers): ..... \$500

Christmas Tree Presentation Program Sponsor (limited to one advertiser): ..... \$250

Grandparents Day Program Sponsor (limited to one advertiser): ..... \$250

Dawgs Unleashed Putting Contest Sponsor (limited to one advertiser): .....\$300 + provide prize

**Total Amount Due** \_\_\_\_\_ **Signature of purchaser** \_\_\_\_\_

**Payment enclosed in full**

**Bill me monthly**

**Bill me quarterly**

**First month's or first quarter's payment due at time of signing agreement.**

## Corporate Partnership Agreement

Contact name: \_\_\_\_\_

Sponsorship or family name for advertisements: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Payment may be made by check or credit card.

Full payment or initial payment enclosed.

Please charge my credit card:

Card number: \_\_\_\_\_

Billing address for card: \_\_\_\_\_

Security code: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Make checks payable to George Walton Academy and specify "corporate partnership" in the memo line. Mail to George Walton Academy, Attn: Advancement Department, One Bulldog Drive, Monroe, GA 30655. Questions? Contact Jeanie Beach at [jbeach@gwa.com](mailto:jbeach@gwa.com) or 678-635-3812.



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Corporate Partnership Opportunities  
and Deadlines Enclosed

