

SPONSORSHIP GUIDE

Mustang Rally is the School's annual all-community, all day, fundraising carnival. Funds raised benefit all students by supporting Atlanta-based expeditions, Maker/Design/Engineering materials, digital memberships, guest artists and other learning resources.



Innovation Sponsor (\$10,000)

- 9-week Innovation Diploma consultative project to solve a pressing business need
- Onsite Booth or Carnival Activity
- Product Sampling
- Made in MV podcast guest feature
- Instagram Takeover, day of event
- Corporate logo on website, social, and all event signage
- All Community Sponsor benefits

Experience Sponsor (\$5,000)

- Onsite Booth or Carnival Activity
- Product Sampling
- Instagram Takeover, day of event
- Made in MV podcast guest feature
- Corporate logo on website, social, and all event signage
- All Community Sponsor benefits

Carnival Sponsor (\$2,500)

- Onsite Booth or Carnival Activity
- Corporate logo on website, social, and all event signage
- Instagram Takeover, day of event
- All Community Sponsor benefits

Audience Profile & Reach

Mount Vernon families are composed of Senior and C-suite Executives and Entrepreneurial Design Thinkers with an innovative mindset, focused on impact and quality. The event reaches:

- 1200 - Students
- 1700 - Parents
- 1800 - Grandparents
- 250 - Faculty/Staff

Community Sponsor (\$1,000)

- All Family Sponsor benefits
- 20 concession tickets
- Rally t-shirts for the entire family
- On-campus Rally Parking Pass*
- Rally souvenir gift
- Business logo on all event signage

*Parking passes are limited to the first 45 sponsors

Family Sponsor (\$500)

- Chick-fil-A Lunch for the family
- Wristbands for unlimited carnival rides
- Rally t-shirts for students
- Family name listed in Rally promotional materials

*5050 Families are already Family Sponsors and will receive a complimentary registration code to order lunch, wristbands, and t-shirts.

Contact Elizabeth Werdesheim at
ewerdesheim@mountvernonsschool.org

Sponsorship Terms:

A single sponsorship for the 2022 Mustang Rally. Deadline 3/22/22.

Payment Details:

Sponsorship payment is due upon commitment.