



2023 Grand Ateneo Alumni Homecoming Day

Sponsorship Letter



Ms. Grace Vera Cruz

Country Manager

Grab Philippines

Dear Grace,

Greetings from the Ateneo High School Batch 1998 Alumni Association!

Every year, the Ateneo de Manila produces a series of fundraising events that ultimately culminate in a Grand Alumni Homecoming Day. As Silver Jubilarians of Ateneo de Manila High School, we are given the opportunity to be the host of this year's homecoming.

As such, we, the Ateneo High School '98 Alumni Association, has formed the LIPAD FOUNDATION, a non-profit company that aims to fund Atenean scholars and retired teachers. With a mission of providing quality education accessible to all, the LIPAD FOUNDATION is a call to promote a culture of generosity and gratitude amongst its stakeholders.

Our biggest fundraising event will be the Grand Ateneo de Manila Alumni Homecoming Day that will take place this Dec. 2, 2023. It will be attended by roughly 1,500 people who will be participating in the following events:

Community Fun Run

Christmas Bazaar

Campus Tours

Homecoming Mass

Lipad Awards

Alumni Fellowship Night



We are offering **special packages** if you would like to partner with us in ANY or ALL of the events. All of these individual events are open to **co-production** as well. We are amenable to produce these events for your brand/company with the intent of contributing to our scholarship fund and ultimately supporting the LIPAD FOUNDATION.

We have attached the package information sheet for your easy reference. You may get in touch with me for any clarifications:

JV Arucan - +63920 9489771

Please do not hesitate to contact us if you have any questions or concerns regarding this matter.

We look forward to your favorable response.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicholas V Bondoc", written over a horizontal line.

Nicholas V Bondoc

Chairman

AHS 1998 Alumni Association

A handwritten signature in black ink, appearing to read "Benedict Ibuyan", written over a horizontal line.

Benedict Ibuyan

Treasurer

AHS 1998 Alumni Association

COMMUNITY FUN RUN

Target: 500 runners

Open to public, with special invites to all Katipunan village residents

Details: Dec 2 (Sat), 7:00 AM gun start

100% of ticket sales to go to the Lipad Foundation

Race Entry: P500 for students and P800 for non-students

Co-Presenter to provide race shirts, manpower and set-up costs.

Venue costs will be shouldered by the Ateneo de Manila.

Co-Presenter Cost: P 400,000

Booth Sponsor: P 20,000 (booth set-up)

CHRISTMAS BAZAAR

Target: 30 food and non-food concessionaires (by invitation)

Food concessionaires will be handled by Let's Eat Pare

Open to public, with special invites to all Katipunan village residents

Details: Dec 2 and 3 (Sat/Sun) - winners of Fun Run to do ribbon cutting

Location: Start/Finish Line of the Community Fun Run

10% of sales to go to the Lipad Foundation

Free set-up costs for all concessionaires

Race Entry: P500 for students and P800 for non-students

Co-Presenter to provide race shirts, manpower and set-up costs.

Venue costs will be shouldered by the Ateneo de Manila.

Co-Presenter Cost: P 500,000

Booth Sponsor: P 20,000 (booth set-up)

CAMPUS TOURS

Campus Tours for future students in partnership with ORSEM committee

Nostalgia Tours by partner Ateneo de Manila College organizations

Open to Atenean Alumni community only

Details: Dec 1 and 2 (Fri/Sat)

Meet-up Location: Ateneo de Manila College

Golf carts (electric vehicles to be provided to tour the campus)

P500 donation to the Lipad Foundation

Co-Presenter to provide freebies, manpower allowances and meals and cost of rental of electric vehicles with branding. Bannering and sampling to be allowed in selected venues.

Co-Presenter Cost: P 350,000

Gold Sponsor: P 20,000 (sponsorship of stopover venues)

LIPAD AWARDS

Month-long social media campaign on celebrating Atenean achievements for 2023 as selected by peers

Videos of nominees and winners to be produced for social media coverage

Awarding Night to be incorporated in the Alumni Fellowship Night on Dec. 2, 2023 with an attendance of 1,000 guests

Co-Presenter Cost: P 850,000 includes naming rights (BRAND/COMPANY LIPAD AWARDS)

Gold Sponsor: P 200,000 (sponsorship of a specific award) - industry based

ALUMNI FELLOWSHIP NIGHT

Audience: Atenean Alumni community

Target: 1,000 guests

Details: Dinner event at the Ateneo de Manila High School Covered Courts

Platinum Sponsor: P 500,000

Gold Sponsor: P 350,000

Silver Sponsor: P 150,000

Bronze Sponsor: P 100,000

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
BENEFIT	PHP 500,000	PHP 350,000	PHP 150,000	PHP 100,000
Logo inclusion on event/ livestream materials (i.e. posters, email blast invite to all Ateneo alumni)	YES			
Ateneo Alumni Homecoming Event Program	2 Page spread OR 1 page ad in inside cover	1 Full page ad	Half page ad	¼ page ad
Tarp placements during the event (materials c/o sponsor)	10 Banners	6 Banners	4 Banners	2 Banners
Logo inclusion on event social media page	Yes	Yes	Yes	Yes
Logo inclusion in event video loop	Yes	Yes	Yes	Yes
Live Acknowledgement during Alumni Homecoming and all other	Yes	Yes	Yes	Yes
Video Ad Spot(s) during the event livestream	Five 30-second spots	Three 30-second spots	Two 30-second spots	One 30-second spot
Branded Post on event social media page	Three (3) branded posts	Two (2) branded posts	One (1) branded post	

Booth set-up during the event (for sampling and/or flyering activities)	Yes	Yes		
Major Sponsor in pre-homecoming pocket events (i.e. golf tournaments, overlanding, movie premiere)	Yes			