

6th Annual

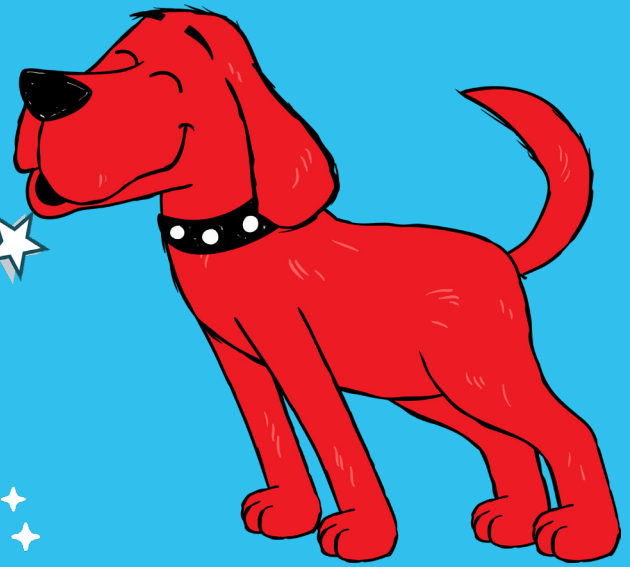
basin PBS



Camp Fire

BACK TO SCHOOL

festival



**SATURDAY AUGUST 8
11AM - 2PM**

**BUSH CONVENTION CENTER
Downtown Midland**

Join Basin PBS for the biggest, reddest day of family fun, learning, and community connection at our annual Back to School Festival!

Event Highlights

- Free backpacks and school supplies
- Over 30 nonprofit and business booths
- Hands-on educational activities & giveaways
- PBS KIDS character meet-and-greet w/ Clifford the Big Red Dog
- Three hours of fun, learning, and impact for the whole family

CONTACT:

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SATURDAY AUGUST 8
11AM - 2PM
BUSH CONVENTION CENTER
 Downtown Midland

Join Basin PBS for a fun-filled day of family learning, community connection, and back to school support at our annual Back to School Festival.

Families will enjoy free backpacks and school supplies, hands-on educational activities, community booths, and a special PBS KIDS character meet and greet with Clifford the Big Red Dog.

Sponsorship Opportunities Overview

We ask all event sponsors that set up a booth to include student giveaways at their booth.

Type	Investment	Includes
Presenting Sponsor SOLD	\$10,000	20×20 prime booth with banner, 75 TV ads with logo placement and audio mention of business, 75 streaming promos on PBS KIDS app, billboard placement, multiple microphone mentions during the event, logo featured in social media and paid advertising, inclusion in MISD parent email blast, recognition in printed and digital materials, featured in Thank You video with logo and audio
Student Advocate Sponsor	\$5,000	10×10 premium booth with banner, 75 TV ads with logo placement and audio mention of business, 75 streaming promos on PBS KIDS app, 3 microphone mentions during the event, logo in 3 social media posts, logo in all e blasts, logo on all printed event posters, included in Thank You video
Supporting Event Sponsor	\$2,000	10×10 booth, event signage, 75 TV ads with logo placement, 75 streaming promos on PBS KIDS app, 1 to 2 microphone mentions during the event, logo in 1 to 2 social media posts, logo in e blasts, included in Thank You video
Booth Option		A booth is optional. If a sponsor chooses to have one, we ask that they provide student giveaways, which may be branded with their company logo. Students and families will visit booths throughout the event to collect items.

Supply Kits include: 24-count crayons, Elmer’s glue sticks, 4-pack Expo markers, Blunt-tip scissors, Composition notebooks, 10-count washable markers, Colored pencil boxes, Wide-ruled notebook paper packets.

30 Supply Kit Sponsor	\$500	Supplies for 30 students, name/logo in kits, supply kit table signage, optional booth
50 Supply Kit Sponsor	\$750	Supplies for 50 students, name/logo in kits, supply kit table signage, optional booth
100 Supply Kit Sponsor	\$1,500	Supplies for 100 students, name/logo in kits, supply kit table signage, optional booth
250 Supply Kit Sponsor	\$3,750	Supplies for 250 students, name/logo in kits, supply kit table signage, optional booth
500 Supply Kit Sponsor	\$7,500	Supplies for 500 students, name/logo in kits, supply kit table signage, optional booth

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