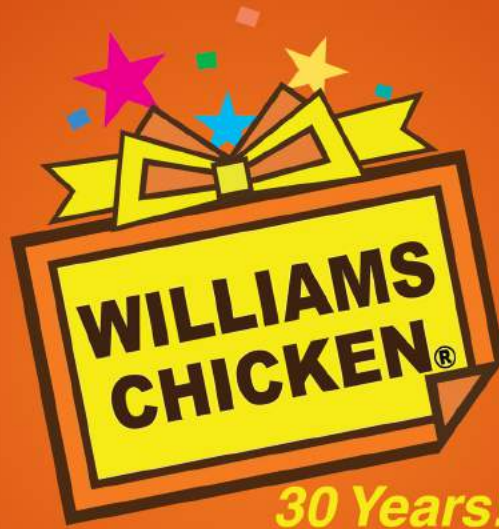


THE JOURNEY TO 30: A CELEBRATION GALA & RED CARPET AFFAIR



WILLIAMS CHICKEN®
30TH ANNIVERSARY
GALA

SPONSORSHIP OPPORTUNITIES

Benefitting Williams Chicken® Partners in Education

DEDICATED TO SERVING, GROWING, AND GIVING BACK TO THE COMMUNITY.

ABOUT Williams Chicken®

Dallas-based Williams Chicken® is known as the most beloved 'chicken spot' in North Texas. For almost three decades Williams Chicken® has cooked up a stellar reputation and a history of success. With humble beginnings from a small Texas town, Founder Hiawatha Williams earned an opportunity to work for a nationwide fast-food corporation and later spread his wings into the world of entrepreneurship.

In 1987, WILLIAMS CHICKEN® opened its first location and from that day to this one, the special recipe only gets better.

Perfecting Chicken and Business is what Williams has dedicated his life to. There are nearly 40 restaurants in operation and more than 500 employees.

Williams Chicken® is known as the place for **GREAT CHICKEN, COOKED FRESH NEVER FROZEN**. A place that not only offers affordable prices to feed families, but affords entrepreneurial opportunities to hundreds of business and franchise owners.





THE JOURNEY TO 30: A CELEBRATION GALA & RED CARPET AFFAIR

The Journey to WILLIAMS CHICKEN® 30 years has taken many turns, curves and near collisions. According to Founder Hiawatha Williams, it is the dedicated employees, amazing partners, vendors, suppliers and most importantly the customers who have made the journey a ride to remember!

In WILLIAMS CHICKEN® fashion, The Journey to 30: A Celebration Gala & Red Carpet Affair, is designed to give to others. This Celebration Gala & Red Carpet Affair will benefit a number of charitable partners as WILLIAMS CHICKEN® celebrates 30 years of **GROWING, GIVING and SERVING** the North Texas Community.

Reserve your sponsorship level today to support the following programs:

- WILLIAMS CHICKEN® U: A Partners in Education Program
- YMCA Ambassadors Programs
- African American Pastors Coalition "Save Our Sons" Conference
- Dallas ISD African-American Student Success Initiative
- For Oak Cliff (Back to School Giveaway)



SPONSORSHIP OPPORTUNITIES

Family Meal Deal (Title Sponsor)

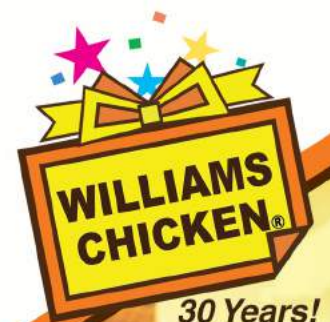
\$30,000 or Negotiable

- Branded Journey to 30 Social Media Station
- VIP Pre-Event Reception for twenty (20) Tickets
- Official welcome address and presentation during Celebration
- Premier seating for 20
- Prominent gobo and logo recognition at event
- Table signage
- CO-branding opportunity for the WILLIAMS CHICKEN YMCA Ambassadors ENTREPRENEURS CAMP
- Recognition banner at event
- Opportunity to include gifts in swag bags
- Mentions in all media and advertisement
- Recognized sponsor for the Journey to 30 Video Presentation
- Added value in other 30 year celebration events planned throughout 2017
- Full page Ad in program booklet

Tender Meal Deal (Platinum Sponsor)

\$15,000

- Reserved table for ten (10) at the Celebration Gala
- VIP Pre-Event Reception for ten (10) Tickets
- Step & Repeat signage with your logo
- Logo added to step and repeat
- Logo listing as a Tender Meal Deal Sponsor in the Video Presentation
- Logo on selected materials
- Banner displayed during event
- Included in social media and any digital campaigns
- Mentions in all media and advertisement
- Full page Ad in program booklet



Wing Meal Deal (Gold Sponsor)

\$7,500

- Reserved table for ten at the Celebration and Red Carpet Gala
- VIP Pre-Event Reception ticket for 6 persons
- Video recognition during event
- Logo added to step and repeat and/or banner
- Table Signage
- Logo listing in all Celebration and Red Carpet Gala material
- Half page Ad in program booklet

3-PC Mix Meal (Silver Sponsor)

\$5,000

- Reserved table for ten at the Celebration and Red Carpet Gala
- VIP Pre-Event Reception ticket for 4 persons
- Video recognition during event
- Logo added to step and repeat and/or banner
- Table Signage
- Logo listing in all Celebration and Red Carpet Gala material
- Quarter page Ad in program booklet

3-PC Dark Meal (Bronze Sponsor)

\$3,000

- Reserved table for ten at the Celebration and Red Carpet Gala
- VIP Pre-Event Reception ticket for 2 persons
- Video recognition during event
- Logo added to step and repeat and/or banner
- Table Signage
- Logo listing in all Celebration and Red Carpet Gala material

2-PC Mix Meal (Corporate Table)

\$2,500

- Reserved table for ten at the Celebration and Red Carpet Gala
- Video recognition during event
- Logo added to step and repeat and/or banner
- Table Signage
- Logo listing in all Celebration and Red Carpet Gala material

2-PC Dark Meal and Pepper (Small Business Table)

\$1,300

- Reserved table for ten at the Celebration and Red Carpet Gala
- Video recognition during event
- Name listed in program booklet

Individual Ticket

\$130

- Reserved seat at the Celebration and Red Carpet Gala



SPONSOR INFORMATION

Contact Name

Company

Physical Address

City / State / Zip

Phone

Email

I am pleased to support WILLIAMS CHICKEN JOURNEY TO 30: A CELEBRATION AND RED CARPET GALA AFFAIR at the following level:

- | | |
|---|----------|
| • FAMILY MEAL | \$30,000 |
| • TENDER MEAL DEAL (PLATINUM) | \$15,000 |
| • WING MEAL DEAL (Gold Sponsor) | \$7,500 |
| • 3-PC MIX (SILVER) | \$5,000 |
| • 3-PC DARK MEAL (BRONZE) | \$3,000 |
| • 2-PC DARK MEAL (CORPORATE TABLE) | \$2,500 |
| • 2-PC DARK W/PEPPER (SMALL BUSINESS TABLE) | \$1,300 |
| • INDIVIDUAL TICKET | \$130 |

I agree that this sponsorship agreement document is a binding and enforceable with the execution of my signature to financially support the event/events indicated.

Signature

Date

Payment Options:
By Check
Pay online via EVENTBRITE.COM

