



Kentucky Wesleyan College Spring Reunion Weekend March 1-2, 2024

KWC's inaugural Spring Reunion Weekend presented by Edward Jones, Ed Krahwinkel will offer a wide variety of programming that celebrates our alumni and friends The Wesleyan Way. Activities include:

- **Friday, March 1**
 - **Basketball Alumni Pickup Game (5 p.m. | Jones Gymnasium)** - All men's & women's basketball alumni are invited back on the court to see if they've still got it in this co-ed pickup game hosted by Coaches Drew Cooper, Nicole Nieman & Caleb Nieman. Guests are welcome to attend.
 - **The Wesleyan Sweethearts Show (6 p.m. | Jack Wells Activity Center)**– A Newlyweds Show-inspired gameshow featuring 3 pairs of Wesleyan Sweethearts competing for the ultimate prize – bragging rights as the superior couple. The show will feature high quality production, a lively host, a delicious dinner and is sure to be full of laughs.
- **Saturday, March 2**
 - **Pre-Game Party at the President's Home (10 a.m. | President's Home)** - Join us for a special pre-game party at the President's Game featuring delicious brunch refreshments and a BYO Bloody Mary & Mimosa Bar.
 - **Panther Basketball Doubleheader (12 p.m.; 2:15 p.m. | Owensboro Sportscenter)** - Join us for a Panther Basketball doubleheader as the men's and women's team take on Trevecca Nazarene at home. We'll recognize all basketball & cheerleading alumni in attendance between games.
 - **Post-Game Reception (4:30-6:30 p.m. | Bayside at The Party Space Place)** - We'll be bringing the inaugural Spring Reunion Weekend to a close with a Post-Game Reception at Bayside at The Party Space Place! Join us for music, heavy appetizers, a cash bar and a fun afternoon celebrating with the Wesleyan family.

2024 Partnership Opportunities

(Secured – Edward Jones, Ed Krahwinkel) PRESENTING SPONSOR (\$1,500) sponsor will receive:

Limit 1

Can consider other inclusions if sponsor would like to discuss

- Official recognition – “KWC Spring Reunion Weekend presented by TBD” – in all print and digital media promotion, weekend mentions and recaps, to include:
 - Logo on mailer sent to 1,000+ addresses across the United States
 - KWC Pillars Magazine promotion and recaps (mailed to 8,000+)
 - Logo on all print materials for events

A sponsor receives industry exclusivity within their respective category in order to maximize their exposure opportunity and value of benefits.



- Social media banners, email blasts and digital marquee (located on Frederica Street) recognition pre-, during and post-event
- Name/logo recognition on print and electronic marketing materials, social media communication, website, tickets, and event programs
- Opportunity to welcome crowd at both The Wesleyan Sweethearts Show and Post-Game Reception
- Complimentary table (6 tickets) at The Wesleyan Sweethearts Show – Includes dinner and admission
- 10 complimentary tickets to Post-Game Reception
- Opportunity to appear as a guest on “The Wesleyan Air-Way,” President Tom Mitzel’s radio show on WKWC 90.3 FM

SUPPORTING (\$250) sponsor will receive:

Unlimited

- Name/logo recognition on print and electronic marketing materials, social media communication, website, tickets, and event programs
- 2 tickets to The Wesleyan Sweethearts Show – Includes dinner and admission
- 4 complimentary tickets to Post-Game Reception

A sponsor receives industry exclusivity within their respective category in order to maximize their exposure opportunity and value of benefits.