



strength through
COMMUNITY

extravaganza 44

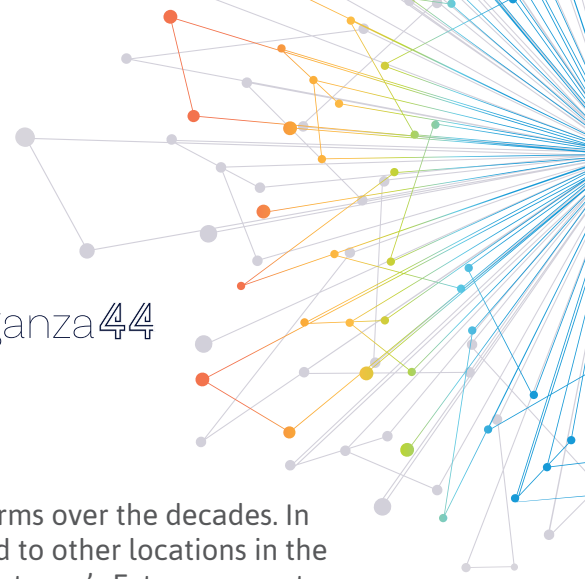


**elgin
academy**

Support Opportunities

strength through COMMUNITY

extravaganza44



DEAR FRIENDS,

Elgin Academy's annual auction and fundraiser has taken many forms over the decades. In the early years the auction was held on campus, and later it moved to other locations in the Elgin area as the event grew in size. At the 11th hour, we moved last year's Extravaganza to an online format in light of the emerging COVID-19 pandemic. The Elgin Academy community, both near and far, came together (virtually) in a night of celebration of our mission and in support of our faculty, staff, and students. The night was an enormous success. This year we are continuing the virtual format and are excited to bring a fabulous live stream event to our community on the evening of March 20, 2021.

There is no doubt that the COVID-19 pandemic has affected us all in ways we could not have anticipated. This year, therefore, our theme is Strength Through Community. We want to celebrate and support not only the Elgin Academy faculty, staff, students, and mission, but do so while making a commitment to support our community's small businesses and restaurants in an effort to ease some of the financial stresses brought on by the pandemic for all of us.

We hope you will consider supporting Elgin Academy's Extravaganza. Donations from our Elgin Academy families and the community are vital to the success of Extravaganza. Our surrounding community has been hit hard by the COVID-19 pandemic. In an effort to not further tax local businesses we will not be soliciting donations from them this year. Instead, we are asking families, alumni, and friends to come together and support local businesses through Extravaganza.

Additionally, innovative Corporate Sponsorships offer businesses excellent exposure to the community using all of our Extravaganza communication resources. Our Social Media Sponsorships provide maximum exposure on our digital platforms. We invite individuals to ensure the success of Extravaganza through an Event Sponsorship or as an Auction Item Supporter. Become a Community Champion and also support local restaurants and bars through Extravaganza. Sponsorship and advertising packages are available at every level. Please take a few moments to review the enclosed information for more details.

This unprecedented time has brought us together in ways we could not have imagined. Funds raised through Extravaganza are vital to our continuing efforts to offer the most meaningful experiences possible and further our mission of inspiring students to become our creative, courageous, and compassionate future. We remain committed to our small, personal, experiential approach and our community's generosity will ensure this can be the case.

We thank you for making a difference for our community.

Sincerely,

The Extravaganza 44, Strength Through Community, Committee



strength through
COMMUNITY
extravaganza44

SUPPORTING EXTRAVAGANZA

Donations from our Elgin Academy families and the community are vital to the success of Extravaganza. Our surrounding community has been hit hard by the COVID-19 pandemic. In an effort to not further tax local businesses we will not be soliciting donations from them this year. Instead, we are asking families, alumni, and friends to come together and support local businesses through Extravaganza.

Community Support Ideas

- Partner with your favorite locally-owned shop and purchase items to make a themed basket to donate to the silent auction
- A gift certificate to your favorite restaurant makes a great silent auction item people can use to order take out or eventually use to eat in
- Support local theaters, movie theaters, museums, Chicago's sports teams, or other entertainment venues by donating certificates to be used later
- Businesses that provide services need support. Donate a certificate from your gym or salon or barber
- Purchase a fun item and pair it with a gift card to a local coffee shop or bakery
- Pair a bed and breakfast certificate with a winery tour and a local restaurant certificate from a neighboring community
- Support the wine pull by purchasing a certificate for a bottle or case of wine or a wine tasting from a local wine shop, restaurant, or winery
- Donate a unique experience like a helicopter tour, balloon ride, escape room event, or a behind the scenes tour
- Support the live auction with a larger ticket item like a travel package, ski lodge escape, or beach cottage

Cash Donations

- Cash donations are tax-deductible and support the fundraising efforts of the event
- Extravaganza 44 is virtual this year and tickets are not required. Consider a donation of your usual ticket or table purchase
- Larger cash donations allow EA to offset some of the costs associated with running the event
- Your donation allows the committee more flexibility in planning an event that makes a significant difference to Elgin Academy students

Other Ways You Can Support Extravaganza

- Become an Extravaganza sponsor, champion, or supporter
- Place an ad or support a local business by offering to place an ad for them
- Share our Extravaganza posts on social media
- Post how you supported Extravaganza with #EX44strengththroughcommunity to encourage others to also support the event
- Ask your friends, neighbors, and families to donate local business items or certificates
- Join the committee and help with the event. Email us at extravaganza@elginacademy.org

Thank You!

Thank you for considering everything you can do to support Elgin Academy's Extravaganza.

strength through COMMUNITY

extravaganza44



CORPORATE SPONSORSHIPS

Corporate Sponsorships offer businesses, organizations, and community members excellent exposure across all of our EA's Extravaganza communication platforms. Thank you for considering a Corporate Sponsorship.

| | PRESENTING \$30,000 | GOLD \$20,000 | SILVER \$10,000 |
|------------------------------------|---|---------------------------------|---------------------------------|
| | Limit One | Unlimited | Unlimited |
| Recognition on Invitations | Business Name & Logo | — | — |
| Recognition on Thank You Letters | Business Name & Logo | — | — |
| Business Name & Logo on EA Website | Top Placement | Secondary Placement | Third Placement |
| Recognition in All Event Eblasts | Top Placement | Secondary Placement | — |
| Recognition in Sponsorship Eblast | Top Placement | Secondary Placement | Third Placement |
| Recognition During Live Event | Name, Logo, Tagline & Verbal | Name, Logo, & Verbal | Name, Logo, & Verbal |
| Advertising Package | Premium | Corporate | Corporate |
| Tickets to the Cocktail Event | 8 | 6 | 4 |

Cocktail Event

- A possible cocktail event will be held the evening of March 20th if conditions allow
- Elgin Academy will determine if the in-person event will be held based on COVID guidelines from the state and local authorities at that time
- If deemed allowable, sponsors will receive complimentary tickets to the event
- Information about the cocktail event will be shared at a later date



strength through COMMUNITY

extravaganza44



CORPORATE SPONSORSHIPS

Presenting Sponsor

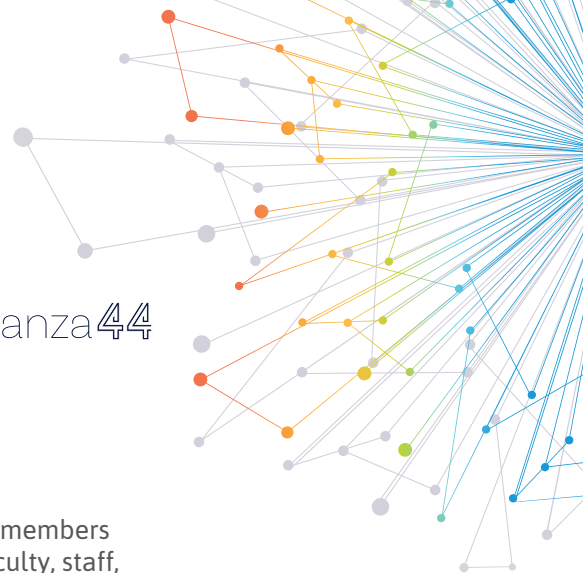
- Business name and logo included on both the mailed and email invitations (over 2300 emailed/300 mailed)
- The presenting sponsor must be committed prior to when invitations are distributed
- Business name and logo included on the event thank you letters and EA community thank you email
- Business name and logo on all Extravaganza event webpages (top placement)
- Recognition on all Extravaganza eblasts to the community (top placement)
- Name, logo, tagline, and website link in the sponsorship eblast emailed to over 2300 constituents the week after the event (top placement)
- Name, logo, and tagline will be included on the live event screen and also verbally recognized during the live event
- Premium Advertising Package (see Ad Package for details)
 - Full page ad in the digital event program (emailed to 2300 constituents)
 - Premium ad on the online bidding platform
 - Full screen ad on live stream event platform
 - Five Facebook posts (2200 followers)
 - Five Twitter and Instagram posts (1000 followers)
 - 60 second video on Facebook, Twitter, Instagram and YouTube (3600 followers)
 - Logo and business name on the digital sign for one month
 - EA website post on the home, event and portal pages

Gold & Silver Sponsors

- Business name and logo on the sponsorship page of EA's Extravaganza webpage
- Business name and logo listed on the sidebar of the main page of EA's Extravaganza webpage
- Business name, logo, and website link listed in Sponsorship eblast emailed to over 2300 constituents the week after the event
- Name and logo will be included on the live event screen and sponsor verbally recognized during the live event
- Corporate Advertising Package (see Ad Package for details)
 - Full page ad in the digital event program (emailed to 2300 constituents)
 - Premium ad on the online bidding platform
 - Full screen ad on live stream event platform
 - Two Facebook posts (2200 followers)
 - Two Twitter and Instagram posts (1000 followers)
 - 30 second video on Twitter, Instagram and YouTube (1400 followers)
 - Logo and business name on the digital sign for two weeks
 - EA website post on the home, event and portal pages
- Gold Sponsor (only) listed on the footer or sidebar of all Extravaganza eblasts
- Gold sponsors will be listed second, and Silver sponsors will be listed third
- In the case of more than one sponsor, the sponsor will be listed first by level and then by date of commitment

strength through COMMUNITY

extravaganza44



SOCIAL MEDIA SPONSORSHIPS

Social Media Sponsorships offer businesses, organizations, and community members maximum exposure to the Elgin Academy community including parents, faculty, staff, students, trustees, alumni and friends. Thank you for considering a Social Media Sponsorship.

| | FACEBOOK \$5,000 | TWITTER \$3,500 | INSTAGRAM \$3,500 |
|-----------------------------------|---------------------|--------------------|----------------------|
| | Limit 3 | Limit 3 | Limit 3 |
| Weekly Posts | Yes | Yes | Yes |
| Featured on Cover Image | Yes | — | — |
| One Video Post | Yes | — | — |
| Recognition in Digital Program | Yes | Yes | Yes |
| Recognition on EA Website | Yes | Yes | Yes |
| Recognition in Sponsorship Eblast | Yes | Yes | Yes |
| Recognition During Live Event | Yes | Yes | Yes |
| Tickets to the Cocktail Event | 2 | 2 | 2 |

Cocktail Event

- A possible cocktail event will be held the evening of March 20th if conditions allow
- Elgin Academy will determine if the in-person event will be held based on COVID guidelines from the state and local authorities at that time
- If deemed allowable, sponsors will receive complimentary tickets to the event
- Information about the cocktail event will be shared at a later date



strength through COMMUNITY

extravaganza44



SOCIAL MEDIA SPONSORSHIP

Facebook Sponsor

- Weekly posts on Elgin Academy Facebook page (2200 followers)
- The sponsor's posts/ads shared once a week through March 5th
- The sponsor will be featured on the FB cover image March 8th-19th
- Posts/ads may include images, text, and links (see ad package for details)
- Video may include text and links and can be up to one minute in length (see ad package for details)
- Recognition in the Digital Event Program emailed to over 2300 constituents
- Recognition on the Extravaganza event pages on the Elgin Academy website
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Recognition during live event on March 20th
- The sponsor is responsible for creating and submitting content in a timely manner

Twitter Sponsor / Instagram Sponsor

- Weekly posts on Elgin Academy's Twitter (530 followers) or Instagram (500 followers) pages
- The sponsor's post/ads will be shared once a week through March 5th
- Posts/ads may include images, text, and links (see ad package for details)
- Recognition in the Digital Event Program emailed to over 2300 constituents
- Recognition on the Extravaganza event pages on the Elgin Academy website
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Recognition during live event on March 20th
- The sponsor is responsible for creating and submitting content in a timely manner

strength through COMMUNITY

extravaganza44



EVENT SPONSORSHIPS

Your sponsorship of one of the event platforms is vital to the success of Extravaganza and ensures Elgin Academy can offer the most meaningful experiences possible for its students. Thank you for considering an Event Sponsorship.

| | LIVE AUCTION \$5,000 | ONLINE AUCTION \$3,500 | EXTRAVAGANZA WEBSITE \$2,500 | DIGITAL EVENT PROGRAM \$2,500 |
|--|-----------------------------|----------------------------|---------------------------------|----------------------------------|
| | Limit One | Limit One | Limit One | Limit One |
| Listed as Title Sponsor | Live Auction Live Stream | Online Auction Platform | EA Extravaganza Web Pages | Digital Program |
| Recognition on EA Website | Yes | Yes | Name, Logo, Tagline | Yes |
| Recognition in Event Sponsorship Eblast | Yes | Yes | Yes | Yes |
| Recognition During Live Event | Name, Logo, & Verbal | — | — | — |
| Online Bidding Platform | — | Premium Ad | — | — |
| Digital Event Program | — | — | — | Name & Logo |
| Advertising Package | Community | Basic | Basic | Basic |
| Tickets to the Cocktail Event | 2 | 2 | 2 | 2 |

Cocktail Event

- A possible cocktail event will be held the evening of March 20th if conditions allow
- Elgin Academy will determine if the in-person event will be held based on COVID guidelines from the state and local authorities at that time
- If deemed allowable, sponsors will receive complimentary tickets to the event
- Information about the cocktail event will be shared at a later date



strength through COMMUNITY

extravaganza44



EVENT SPONSORSHIPS

Live Auction Sponsor

- Title Sponsor for the Live Auction live stream event
- Recognition on the Extravaganza event pages on the Elgin Academy website
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Recognition during live event on March 20th (name, logo, and verbal)
- Sponsorship includes Community Advertising Package (see ad package for details)
 - Full Page ad in the digital event program (emailed to 2300 constituents)
 - Standard ad on the online bidding platform
 - Full screen ad on live stream event platform
 - One Facebook post (2200 followers)
 - One Twitter and Instagram post (1000 followers)
 - EA website post on the home, event, and portal pages

Online Auction Sponsor

- Title sponsor for the online auction
- Premium ad on the online bidding platform
- Recognition on the Extravaganza event pages on the Elgin Academy website
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Sponsorship includes the Basic Advertising Package (see ad package for details)
 - Half Page ad in the digital event program (emailed to 2200 constituents)
 - Half screen ad on live stream event platform
 - One Facebook post (2200 followers)
 - EA website post on the home, event, and portal pages

Extravaganza Website Sponsor

- Title Sponsor for EA's Extravaganza Website pages
- Recognition on the Extravaganza event pages on the Elgin Academy website (name, logo, and tagline)
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Sponsorship includes the Basic Advertising Package (see ad package for details)
 - Half Page ad in the digital event program (emailed to 2300 constituents)
 - Half screen ad on live stream event platform
 - One Facebook post (2200 followers)
 - EA website post on the home, event, and portal pages

Digital Event Program Sponsor

- Title Sponsor for the Digital Event Program
- Name and logo premium placement in the digital event program
- Upgrade to full page ad in the digital event program
- Recognition on the Extravaganza event pages on the Elgin Academy website
- Recognition in Sponsorship Eblast sent to over 2300 constituents after the event
- Sponsorship Includes Basic Advertising Package (see ad package for details)
 - Half Page ad in the digital event program (emailed to 2200 constituents)
 - Half screen ad on live stream event platform
 - One Facebook post (2200 followers)
 - EA website post on the home, event, and portal pages

strength through COMMUNITY

extravaganza44



COMMUNITY CHAMPIONS

Become a Community Champion and also support local restaurants and bars through Extravaganza. Food, drinks, and swag bag items from local businesses will be offered to make your evening even more special. Thank you for considering to support Extravaganza and local businesses.

| | RESTAURANT CHAMPION \$2,500 | SPECIALTY COCKTAIL CHAMPION \$1,000 | DESSERT CHAMPION \$750 | SWAG BAG CHAMPION \$750 |
|--|-----------------------------------|--|------------------------------|-------------------------------|
| | Unlimited | Unlimited | Unlimited | Unlimited |
| Recognition in Digital Program | Yes | Yes | Yes | Yes |
| Recognition on EA Website | Yes | Yes | Yes | Yes |
| Recognition in Sponsorship Event Eblast | Yes | Yes | Yes | Yes |
| Recognition on Social Media | Yes | Yes | Yes | Yes |
| Recognition During Live Event | Yes | — | — | — |
| Tickets to the Cocktail Event | 2 | 2 | — | — |

Cocktail Event

- A possible cocktail event will be held the evening of March 20th if conditions allow
- Elgin Academy will determine if the in-person event will be held based on COVID guidelines from the state and local authorities at that time
- If deemed allowable, sponsors will receive complimentary tickets to the event
- Information about the cocktail event will be shared at a later date



strength through COMMUNITY

extravaganza44



COMMUNITY CHAMPIONS

Restaurant Champion

- Supports meal options from local restaurants
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast
- Recognition on social media
- Recognition during live event
- 2 Tickets to the cocktail event

Specialty Cocktail Champion

- Supports cocktails, beer and wine options from local bars
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast
- Recognition on social media
- 2 Tickets to the cocktail event

Dessert Champion

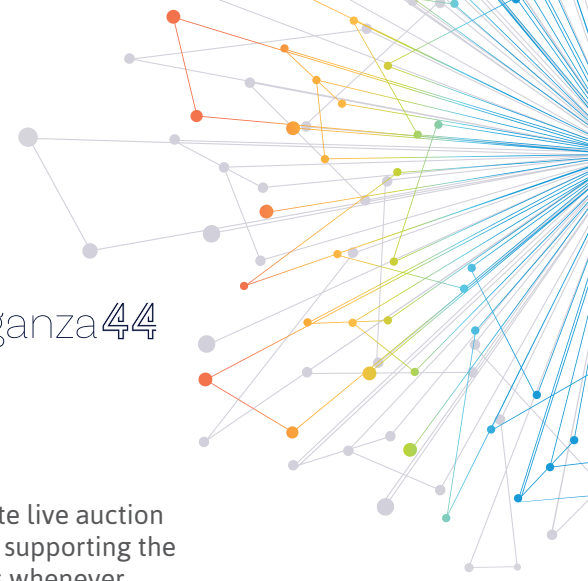
- Supports dessert options from local businesses
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast
- Recognition on social media

Swag Bag Champion

- Supports swag bag items from local businesses
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast
- Recognition on social media

strength through COMMUNITY

extravaganza44



AUCTION ITEM SUPPORTERS

Your support of auction items allows the Extravaganza Committee to create live auction packages, silent auction baskets, and wine pull items. We are dedicated to supporting the community by purchasing items, wine, and packages from local businesses whenever possible. Thank you for considering to support Extravaganza and local businesses.

| | LIVE AUCTION ITEM SUPPORTER \$1,000 | SILENT AUCTION ITEM SUPPORTER \$500 | WINE PULL SUPPORTER \$500 |
|--|--|--|---------------------------------|
| | Unlimited | Unlimited | Unlimited |
| Recognition in Digital Program | Yes | Yes | Yes |
| Recognition on EA Website | Yes | Yes | Yes |
| Recognition in Sponsorship Event Eblast | Yes | Yes | Yes |
| Recognition on Social Media | Yes | — | — |
| Recognition During Live Event | Yes | — | — |
| Tickets to the Cocktail Event | 2 | — | — |

Cocktail Event

- A possible cocktail event will be held the evening of March 20th if conditions allow
- Elgin Academy will determine if the in-person event will be held based on COVID guidelines from the state and local authorities at that time
- If deemed allowable, sponsors will receive complimentary tickets to the event
- Information about the cocktail event will be shared at a later date



strength through COMMUNITY

extravaganza44



AUCTION ITEM SUPPORTERS

Live Auction Item Supporter

- Funds a Live Auction Item
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast
- Recognition on social media
- Recognition during live event
- 2 Tickets to the cocktail event

Silent Auction Item Supporter

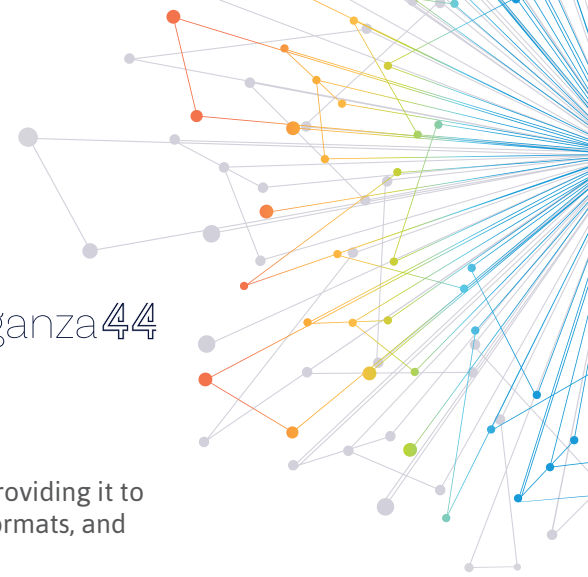
- Supports themed silent auction basket
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast

Wine Pull Supporter

- Supports wine pull items
- Recognition in digital program
- Recognition on EA website
- Recognition in sponsorship event eblast

strength through COMMUNITY

extravaganza44



ADVERTISING PACKAGES

The advertiser is responsible for creating their own ad/video content and providing it to EA in a timely manner. Please see the advertising specs page for ad sizes, formats, and submission details.

| | PREMIUM \$5,000 | CORPORATE \$3,000 | COMMUNITY \$750 | BASIC \$500 | A LA CARTE \$200 |
|----------------------------|-----------------------------|-----------------------------|---------------------------|-----------------------|----------------------------|
| Digital Event Program | Full Page | Full Page | Full Page | Half Page | Half Page |
| Online Bidding Platform | Premium Ad | Premium Ad | Standard Ad | — | Standard Ad |
| Live Stream Event Platform | Full Screen | Full Screen | Half Screen | Half Screen | Half Screen |
| Facebook Post | 5 Posts | 2 Posts | 1 Post | 1 Post | 1 Post |
| Twitter & Instagram Post | 5 Posts | 2 Posts | 1 Post | — | 1 Post |
| EA Website Post | Home, event, & Portal Pages | Home, event, & Portal Pages | Event & Portal Pages | Event & Portal Pages | Event & Portal Pages |
| Facebook Video | 1 Video (60 sec) | — | — | — | — |
| Twitter & Instagram Video | 1 Video (60 sec) | 1 Video (30 sec) | — | — | — |
| You Tube Video | 1 Video (60 sec) | — | — | — | — |
| Digital Display Sign | 1 Month | 2 Weeks | — | — | — |

File Submission

- Submit files as soon as possible, by March 1st is ideal
- Late submissions can be accepted but may be subject to time constraints
- Email to extravaganza@elginacademy.org (if less than 6 MB)
- Share files in Google folder or dropbox with Tanya Moore (tmoore@elginacademy.org)
- Mail a USB with files to Elgin Academy (must be received by 3/1/21)
Attn: Tanya Moore, 350 Park Street, Elgin, IL 60120



strength through COMMUNITY

extravaganza44



ADVERTISING PACKAGES

Digital Event Program

- The digital event program will be emailed to over 2300 constituents in March
- The program will also be posted on Elgin Academy's website and social media platforms viewable by over 3600 followers
- Ads may include images, text, and links

Online Bidding Platform

- The online event platform is used for auction bidding both prior to and during the event
- Ads will be viewable on the bidder's mobile devices
- Standard ads include images and text
- Premium ads will be displayed more often and can include images, text, and taglines

Live Stream Event Platform

- Ads will be displayed on the waiting room screen and on the live screen event
- Ads will be viewable by all the live event participants
- Ads may include images and text

Elgin Academy Facebook Posts & Video

- Ads will be posted on Elgin Academy Facebook page viewable by over 2200 followers
- Ads may include images, text, and links
- Video ads may include description text and links
- In the case of multiple posts, new content is due on Fridays by 6:00 pm (to be posted the following week)
- If no content is provided, Elgin academy will post a simple "thank you to our sponsor" post or re-run the sponsor's previous week's post

Elgin Academy Twitter & Instagram Posts & Video

- Ads will be posted on Elgin Academy's Twitter and Instagram platforms viewable by over 1000 followers
- Ads may include images, text, and links
- Video ads may also include text and links
- In the case of multiple posts, new content is due on Fridays by 6:00 pm (to be posted the following week)
- If no content is provided, Elgin academy will post a simple "thank you to our sponsor" post or re-run the sponsor's previous week's post

Elgin Academy Website Post

- Ads will be posted on designated pages on Elgin Academy website
- Ads will be viewable by Elgin Academy students, parents, faculty, and alumni
- Ads may include images, text, and links

YouTube Video

- Ads will be posted on Elgin Academy's YouTube page viewable by over 100 followers
- Video ads may also include description text and links

EA's Digital Display Sign

- Ads will be posted on Elgin Academy's digital sign located on the corner of Kimball Street and Dundee Avenue in Elgin
- Ads may include simple logos and text

strength through COMMUNITY

extravaganza44



ADVERTISING PACKAGES

Extravaganza 44 Advertising Specs

All advertising content must adhere to the platform's restrictions and be approved by Elgin Academy's Director of Admissions and Marketing.

Digital Event Program

Full Page Ad Size

- Pixels: 2400px (width) x 3150px (height)
- Resolution 300 dpi
- Portrait (8 x 10.5 inches)

Half Page Ad Size

- Pixels: 3150px (width) x 2400px (height)
- Resolution 600 dpi
- Landscape (10.5 x 8 inches)

Accepted Formats

- PDF (Preferred)
- EPS
- JPEG

Online Bidding Platform

Premium Ad

- Name or ad text (maximum of 80 characters)
- Image
- Tagline

Standard Ad

- Name or ad text (maximum of 80 characters)
- Image

Logo/Image Size

- Pixels: 1000px (width) x 1000px (height)
- Resolution 100 dpi
- Square

Accepted Formats

- PNG (Preferred)
- JPEG
- PDF

Live Stream Event Platform

Full Page Ad Size

- Pixels: 3150px (width) x 2400px (height)
- Resolution 600 dpi
- Landscape (10.5 x 8 inches)

Half Page Ad

- Pixels: 2400px (width) x 3150px (height)
- Resolution 300 dpi
- Portrait (8 x 10.5 inches)

Accepted Formats

- JPEG (Preferred)
- PDF
- PNG



ADVERTISING PACKAGES

Extravaganza 44 Advertising Specs

Facebook

Logo/Image Size

- Pixels: 1200px (width) x 680px (height)
- Resolution 100 dpi
- Rectangle (landscape)
- Accepted formats are JPEG or PNG

Text

- Ideal length 200-300 characters
- Can include link

Video

- Max video dimensions are 1280 x 720 for landscape and portrait
- Landscape aspect ratio is 16:9, Portrait aspect ratio is 9:16
- Max size is 4GB
- Accepted formats are .MP4 and .MOV

Twitter

Logo/Image Size

- Pixels: 1200px (width) x 675px (height)
- Resolution 100 dpi
- Rectangle (landscape)
- Accepted formats are JPEG or PNG

Text

- Maximum 280 characters
- Can include link

Video

- Max video dimensions 1200 x 1200
- Aspect ratio between 2:1 to 1:1
- Max size is 1GB
- Accepted formats are .MP4 and .MOV

Instagram

Logo/Image Size

- Pixels: 1080px (width) x 1080px (height)
- Resolution 100 dpi
- Square
- Accepted formats are JPEG or PNG

Text

- Ideal 200-300 characters
- Can include link

Video

- Max video dimensions 1200 x 1200
- Minimum resolution for landscape video is 600 x 315, aspect ratio is 16:9
- Minimum resolution for square video is 600 x 600, aspect ratio is 1:1
- Minimum resolution for vertical video 600 x 750, aspect ratio 4:5
- Max size for all formats is 4GB
- Accepted formats are .MP4 and .MOV

strength through COMMUNITY

extravaganza44



ADVERTISING PACKAGES

Extravaganza 44 Advertising Specs

YouTube

Text

- Description text 1000 characters

Video

- Recommended dimensions: 426 x 240 (240p), 640 x 360 (360p), 854 x 480 (480p), 1280 x 720 (720p), 1920 x 1080 (1080p), 2560 x 1440 (1440p) and 3840 x 2160 (2160p)
- Minimum dimension 426 x 240
- Max dimension 3840 x 2160
- Aspect ratio 16:9
- Max size 128GB
- Accepted formats are .MP4 and .MOV

Elgin Academy Digital Sign

Logo/Image Size

- Pixels: 60px (height) x 100px (length)
- Resolution 100 dpi
- Rectangle
- The less detail on the image the better it will look

Text

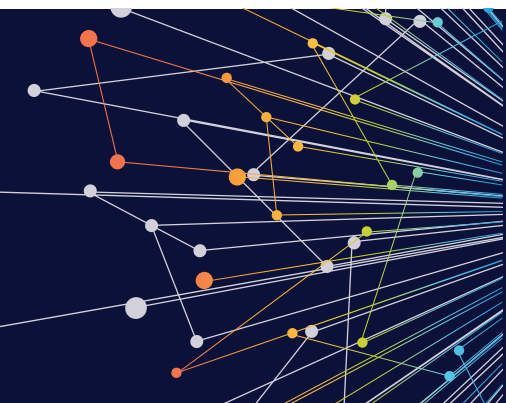
- Up to 50 characters of text
- Less text if also using a logo

Accepted Formats

- PNG (Preferred) · JPEG

File Submission

- Submit files as soon as possible, by March 1st is ideal
- Late submissions can be accepted but may be subject to time constraints
- Email to extravaganza@elginacademy.org (if less than 6 MB)
- Share files in Google folder or dropbox with Tanya Moore (tmoore@elginacademy.org)
- Mail a USB with files to Elgin Academy (must be received by 3/1/21)
Attn: Tanya Moore, 350 Park Street, Elgin, IL 60120





EXTRAVAGANZA SUPPORT FORM

Please fill out only the sections below that apply. If you prefer you may submit this form online at www.elginacademy.org/extravaganza-support

Contact Information

Contact Person _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Cash Donation

Amount: _____ My check is attached I will mail my check to Elgin Academy

Item Donation

Item Name _____ Value _____

Item Description _____

If the item is a certificate: Included with form EA to generate

Arrange delivery or pick up of item Will mail item to Elgin Academy



strength through
COMMUNITY
extravaganza44

EXTRAVAGANZA SUPPORT FORM

Sponsorship

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$30,000 | <input type="checkbox"/> Digital Event Program Sponsor - \$2,500 |
| <input type="checkbox"/> Gold Sponsor - \$20,000 | <input type="checkbox"/> Restaurant Champion - \$2,500 |
| <input type="checkbox"/> Silver Sponsor - \$10,000 | <input type="checkbox"/> Specialty Cocktail Champion - \$1,000 |
| <input type="checkbox"/> Facebook Sponsor - \$5,000 | <input type="checkbox"/> Dessert Champion - \$750 |
| <input type="checkbox"/> Twitter Sponsor - \$3,500 | <input type="checkbox"/> Swag Bag Champion - \$750 |
| <input type="checkbox"/> Instagram Sponsor - \$3,500 | <input type="checkbox"/> Live Auction Item Supporter - \$1,000 |
| <input type="checkbox"/> Live Auction Sponsor - \$5,000 | <input type="checkbox"/> Silent Auction Item Supporter - \$500 |
| <input type="checkbox"/> Online Sponsor - \$3,500 | <input type="checkbox"/> Wine Pull Supporter - \$500 |
| <input type="checkbox"/> Extravaganza Website Sponsor - \$2,500 | |

Payment My check is attached I will mail my check to Elgin Academy

Advertising

Packages

- Premium - \$5,000
- Corporate - \$3,000
- Community - \$750
- Basic - \$500

A La Carte

- ½ Page Ad in Digital Event Program - \$200
- Standard Ad on the Online Bidding Platform - \$200
- ½ Screen Ad on the Live Stream Event Platform - \$200
- 1 Facebook Post - \$200
- 1 Post on Twitter & Instagram - \$200
- 1 Post on the EA Website - \$200

Payment My check is attached I will mail my check to Elgin Academy

Thank You!

You may return the completed form by emailing it to extravaganza@elginacademy.org, faxing it to (847) 695-5017, or by mailing it to Elgin Academy. Thank you for your support!