

# BEARDOWN® *Fridays*

## FAMILY WEEKEND

FRIDAY  
OCTOBER 10th

### IMPACT

#### BRAND VISIBILITY

Showcase your brand prominently to thousands of University of Arizona students, families, and alumni in an engaging, spirited atmosphere.

### COMMUNITY CONNECTION

Establish meaningful connections by demonstrating your support for Tucson's vibrant university community and beloved local traditions.

### AMPLIFIED EXPOSURE

Benefit from substantial promotional efforts and digital marketing exposure that extends well beyond the live event.



## COMMUNITY PEP RALLY

Bear Down Fridays unite Tucson's vibrant community, students, alumni, and families for lively pep rallies at Main Gate Square before key University of Arizona football games, including Family Weekend and Homecoming. Attendees enjoy thrilling performances by the Pride of Arizona Marching Band, UA Cheerleaders, Poms, Twirlers, Guard, and appearances by beloved mascots Wilbur and Wilma. This festive atmosphere is enhanced by local food specials, exciting giveaways, family-friendly activities, and spirited traditions that build enthusiasm and community pride.

## EVENT HIGHLIGHTS

- High-energy Pep Rally featuring the Pride of Arizona Marching Band and UA spirit groups.
- Special appearances by mascots Wilbur and Wilma.
- Interactive games, prizes, and giveaways.
- Exclusive food and beverage specials from Main Gate Square merchants.
- Family-friendly entertainment and community activities.



MARSHALL  
FOUNDATION

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# SPONSORSHIP OPPORTUNITIES

## TITLE

\$10,000

- Exclusive top banner placement on the 20-foot Pep Rally Stage.
- Over 250,000 social media impressions
- Prominent sponsor mentions in all event advertising and press releases.
- Display of sponsor's logo/advertisements on digital wayfinding kiosks throughout Main Gate Square.
- Featured advertisements on the large digital screen in Main Gate Plaza.
- Opportunity to speak at the event / On-stage recognition.
- Premium tabling location near event stage to engage directly with attendees.
- Private Sushi lesson with Chef Matt from Fuku Sushi (Limit 8 people).

## RED

\$7,500

- Prime logo placement on Pep Rally stage signage.
- 150,000 social media impressions.
- Sponsor mentions in key event advertising.
- Premium tabling location near event stage to engage directly with attendees.
- Acknowledgment by event emcee during the Pep Rally.

## BLUE

\$5,000

- Logo placement on secondary event signage and banners.
- 75,000 social media impressions.
- Sponsor mentions in key event advertising.
- Shared sponsor display table to engage directly with attendees.
- Recognition in pre-event email promotions.

If you want to booking your sponsorship, please fill the forms below and send it to: [kelly@marshallfoundation.com](mailto:kelly@marshallfoundation.com).

For more information about the sponsorship, please visit [maingatesquare.com/sponsor](http://maingatesquare.com/sponsor).

YOUR NAME:

COMPANY:

SPONSORSHIP LEVEL:

EMAIL:

PHONE:

YOUR SIGNATURE:

520-622-8613

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