



Nu Alpha Kappa Fraternity, Incorporated

Sponsorship Packet

13th Annual NAKland

April 13, 2013

Teralta Park

Orange Ave & 40th Street

San Diego, CA 92105



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Dear Potential Sponsor:

Nu Alpha Kappa Fraternity, Inc. (NAK) is pleased to offer you a lucrative sponsorship opportunity. We are a 501(c)(3) non-profit organization committed to the advancement of Latinos and other underrepresented students in higher education. To accomplish our goals, throughout our now twenty-two university chapters, we organize and promote events such as guest speakers, workshops, high school conferences, leadership development opportunities, and academic tutoring. In addition, our reputation proven time after time of high quality leadership, have helped develop strong roots in the Latino communities by demonstrating that unique NAK leadership on college campuses (across California, Nevada, and Colorado) and through a web of successful alumni in various professional fields.

On Saturday April 13, 2013, San Diego State University's Nu Alpha Kappa Fraternity Inc. chapter will be hosting our 13th Annual NAKLand (Children's Carnival) at Teralta Park. We hope you may be able to contribute as one of the privileged few in putting together this family friendly event by becoming a NAKLand Sponsor. Sponsorship levels vary in advertising opportunities (Pages 7-8). Because NAK, Inc. is a non-profit organization, your contribution will be tax deductible under our 501(c)(3) status.

In junction with your help, NAKLand 2013 will include a wide variety of carnival games, rides, inflatable jumpers, giveaways, prizes, traditional mariachi music, Aztec dancing, food, and educational booths, all absolutely FREE to the community. Our target audience includes local families, youth from all ages, and the community of San Diego at large. Along with, a good portion of college students taking part as volunteers. NAK works to provide multiple means of outreach to advertise this event, to include radio, print, and social media on and off campus to assure that our event is successful and beneficial to both sponsors like yourself and our own organization's goals.

Through your valuable contribution and passion to assist the community, NAKLand 2013 will be a huge success and provide substantial exposure for your company. Recent studies showing how Latinos are representing the fast growing population in the United States, especially here in San Diego County, this can truly be an opportunity to capitalize on, while showing your support for the local community.

With your participation in NAKLand 2013, a countless number of community members, families and most importantly our San Diego youth will benefit from your sponsorship at this single county-wide event.

Sincerely,

Isa Aguilar, President
Nu Alpha Kappa, Inc.
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San Diego, CA 92115
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<http://naksdsu.org/NAKland/>



INORMATION

Objective

First and foremost, the objective of NAKland is to educate carnival attendees on the opportunities found in their own communities that will enable them to seek education, growth, and success in various fields. We plan to achieve this message of hope by promoting a positive collaboration between the city of San Diego and our San Diego State Greek Community. In doing so, Nu Alpha Kappa will continue to serve as an example of success to Latinos in the community, inspiring them to achieve their academic, civil, and humanitarian goals not only in their future educational endeavors but in life. Through events such as NAKland, a FREE TO THE PUBLIC children's carnival, all community members will be encouraged to attend and be part of this annual experience.

History of NAKland

On November 1999, Nu Alpha Kappa Fraternity's Beta Chapter at San Diego State University received the privilege to host and promote the 1999 Pledge-Fest. In an effort to surpass every Pledge-Fest before it, the Beta Chapter at San Diego State University organized an event that would combine culture and community service; a free children's carnival. At this event, there were over 100 brothers of the organization and about 65 potential new members in attendance. These individuals helped put together the first ever NAKland Children's Carnival where there were several small booths, astro-jumps, toys, prizes, gifts, and food free of charge.

NAK at San Diego State University has continued the NAKland tradition providing the carnival for children throughout the years. Since the first NAKland in 1999, our attendance has gone up from 100 to over 1000 children in April 2011. Although, originally held in November; NAKland was moved to April to celebrate the Mexican holiday Dia De Los Niño's (Children's Day) which falls on the last day of April. This holiday serving to commemorate children and their childhood, falls in early April in the United States. Dia De Los Niño's celebrates and honors the children of the community for their efforts in and out of school by giving them a day to receive toys, candy, money, and most of all, recognition of their future worth.

In previous years, other university organizations have helped at our carnival by donating gifts and attending the carnival in small numbers as carnival staff. Thank you letters and pictures were sent to these participating organizations as documentation of this extraordinary event. At the NAKland hosted in 2004, NAK integrated the organizations on campus in a more involved manner. It was determined that other organizations on campus could still donate gifts if they could not attend the event but were highly encouraged to sponsor an entire booth. Other organizations on campus were encouraged to provide the materials needed for the set up and the gifts that went along as prizes for the wining children of the small competitions. Since 2004, NAKland has been made possible with the help of other school organizations such as Alpha



Epsilon Phi (AEΦ), Hispanic Business Student Association (HBSA), Association of Cinema Activist (A.Ch.A.), Alpha Pi Sigma (ΑΠΣ), Lambda Theta Alpha (ΛΘΑ), Sigma Lambda Gamma (ΣΛΓ), Upsilon Kappa Delta (ΥΚΔ), Lambda Sigma Gamma (ΛΣΓ), Sigma Theta Psi (ΣΘΨ) and Sigma Alpha Zeta (ΣΑΖ).

With the increase in assistance from other organizations on the San Diego State University campus, we pushed for news coverage. We wrote letters to the local newspapers, TV stations, and the school newspaper requesting their presence at the carnival. During the 2003 NAKland a representative from our school newspaper came to the event and wrote a story on the event which came out in the DAILY AZTEC: Tuesday, April 29, 2003; marking the first year NAK was recognized in the school newspaper for putting on this carnival.

As our free children's carnival continues to grow in terms of size and attraction, we hope that our efforts more than simply please you, but encourage you to participate or donate to our carnival.

Future of NAKland

The future of anything is uncertain, but with your help, we hope to assure the positive effects this carnival has on the community of San Diego. As a result of attending NAKland, parents have revealed to us that because of economic difficulties, they were unable to spend money on fun activities with their children. NAKland is able to make this hardship disappear albeit for one day. Children experience a great time with their family and with others making the day memorable and wonderful. In an effort to reach these families, invitations are sent out within the local community and schools asking for their support. In addition, we provide informational booths at the event aimed at further educating these families on available opportunities that may better their situation.

With a rise in the number of children coming out to enjoy this carnival, so do the expectations successful games and booths rise as well. Our goal this year is to provide more inflatable jumpers, more games/booths, and better toys. With your help this goal may become a reality.

Who is NAK?

Nu Alpha Kappa Fraternity, Inc. was established on February 26, 1988 at Cal Poly San Luis Obispo, California. NAK was the vision of eleven men who felt that the traditional Greek community and university systems did not address the retention needs or support for minority groups. These eleven men worked together to establish a small school organization where minorities and individuals seeking community could gather and find others who would stand beside them in the common goal of academic success. As a result, these eleven men set in motion a formidable Greek organization that is now known as Nu Alpha Kappa Fraternity Inc. As the population of minorities grew and expanded into different colleges and universities, NAK was able to expand its vision to other universities including the Beta Chapter at San Diego State University. Currently, NAK is present at twenty three different universities spanning across California, Colorado, and Nevada. NAK's three main goals are to "promote academic excellence, brotherhood and culture."



With these three goals in mind, the organization has developed and promoted large-scale weekend events such as *NAK-fest*, where all members of the national fraternity gather at one university campus to enhance the life-long commitment to brotherhood. This event consist of community service, sport tournaments, election of new officers, parties, and an awards ceremony. *Pledge-fest*, held in the fall, is a gathering of all potential new members at one university where they meet to understand NAK through community service, a ropes course, and workshops. And at the end of summer NAK hosts *NLDC – “National Leadership and Development Conference,”* where the new executive board and a minimum of two additional new members from each chapter gather to receive and collect leadership skills and knowledge to pass to their respective chapters through a variety of workshops. These goals encourage our members to strive for the betterment of NAK and to help those around us.



Sponsorship Opportunities

★ **OFFICIAL TITLE SPONSOR**

◆ **Team Sponsor**

◆ **Senior Sponsor**

◆ **Appreciation Sponsor**

◆ **Junior Sponsor**

◆ **In-kind Sponsor**

NAK is a not for profit organization, your contribution is tax deductible under our 501(c)(3) status.

Official NAKland 2013 Title Sponsor: \$5,000+

(Only One Opportunity Available)

- Company logo will be incorporated into ALL NAKland promotional items.
- Company logo will be on the front and back of the NAKland Pamphlet as the Official Title Sponsor of NAKland 2013.
- Nu Alpha Kappa web site for NAKland 2013 will display company logo with direct link to company web site.
- One 10'x10' booth placement at Carnival.
- All press releases will mention company as Official Title Sponsor of NAKland 2013.
- Electronic and/or print media ads will mention company as above.
- Printed Materials will display company logo as Official Title Sponsor of NAKland 2013.
- 2,500+ Flyers will display 1/8 size company logo as Official Title Sponsor of NAKland 2013 to be distributed throughout Teralta Park and San Diego State University campus.
- On stage announcement will mention your name as Official Title Sponsor of NAKland 2013.
- 8"x10" Appreciation plaque to be given at end of Carnival.
- Company logo on Official NAKland 2013 T-shirt

NAKland 2013 Senior Sponsor: \$3,000+

(Only four Opportunities Available)

- Nu Alpha Kappa web site page for NAKland 2013 will display medium size company logo with direct link to company web site.
- One 10'x10' booth placement at the carnival.
- 4"x6" Appreciation plaque to be given at the end of the carnival.
- NAKland 2013 web site will display company logo with direct link to company web site.
- All press releases will mention company as Senior NAKland 2013 sponsor.
- Electronic and/or print media advertisements will mention company as above.
- NAKland pamphlet will display company logo as Senior NAKland 2013 sponsor.
- Company name on Official NAKland 2013 web site.
- 2,500+ Flyers will display 1/8 size company logo as Official Title Sponsor of NAKland 2013 to be distributed throughout Teralta Park and San Diego State University campus.
- On stage announcement will mention your name as Senior Sponsor of NAKland 2013.
- Corporate banner of 2'x3' at the carnival.
- Medium size company logo on Official NAKland 2013 T-shirt



NAKland 2013 Junior sponsor: \$1,500+

(Only ten opportunities available)

- NAKland 2013 web site will display company logo.
- All press releases will mention company as Junior sponsor.
- Electronic and/or print media advertisements will mention company as above.
- NAKland 2013 Pamphlet will display company logo as Junior NAKland 2013 Sponsor.
- Company name on Official NAKland 2013 web site.
- 2,500+ Flyers will display a small company logo as Official Title Sponsor of NAKland 2013 to be distributed throughout Teralta Park and San Diego State University campus.
- On stage announcement will mention your name as Junior Sponsor of NAKland 2013.
- Appreciation Certificate to be hand-delivered at the end of the carnival.
- Company logo (1 of 10) on a collective sponsorship 4'x6' Banner.

NAKland 2013 Team Sponsor: \$500.00+

(Unlimited opportunities available)

- On stage announcement will mention your name as Team Sponsor of NAKland 2013.
- Company name on Official NAKland 2013 web site.
- Company name on Official NAKland 2013 Pamphlet.

NAKland 2013 Appreciation Sponsor: \$75.00+

(Unlimited opportunities available)

- On stage announcement will mention your name as Appreciation Sponsor of NAKland 2013.
- Company name on Official NAKland 2013 Web site

NAKland 2013 In-Kind Donation Sponsor: \$VALUE TO BE DETERMINED

(Unlimited opportunities available)

- Company may be eligible for the same benefits and marketing tactics as mentioned above (this depends upon which category the value of the monetary substitute falls in).



Schedule of Events

Saturday, April 13, 2013 - 8:00am to 5:00pm

Teralta Park

Orange Ave. and 40th Street, San Diego, CA 92105

8:00am - 8:30am	Meet at San Diego State University 5721 Lindo Paseo Dr. San Diego, CA 92115
8:30am - 9:00am	Caravan to Teralta Park Orange Ave. and 40th Street. San Diego. CA 92105
9:00am - 10:00am	Clean park in preparation for event and set up all the events, games, booths, etc.
10:00am - 11:00am	Arrival and set up of inflatable jumpers, booths, and carnival games
11:00am - 5:00pm	NAKland Children's Carnival and games
1:00pm - 2:00pm	Entertainment (Aztec Dancing)
2:00pm - 3:00pm	Serve and Distribute Lunch
4:00pm - 4:30pm	Raffle of larger gifts and prizes
4:30pm - 5:00pm	Break down carnival and clean up park

Nu Alpha Kappa, Inc. Fraternity is excited to bring the NAKland Children's Carnival to our community. The carnival will host a variety of inflatable jumpers such as: Big Glove Boxing Arena, Inflatable Jousting Pedestal, an Inflatable Obstacle Course, Giant Scramble Slides, at least Four Carnival Game booths giving out prizes, plus several small games with rewards.



Appendix A: Contact Information

Victor Avalos

NAKland Coordinator

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Isa Aguilar

NAK President

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(714) 365-5712

5721 Lindo Paseo

San Diego, CA 92115

Appendix B: Maps

Teralta Park

Orange Ave. and 40th Street

San Diego, CA 92105



Appendix C: Budget

Depending on how much we raise for this event, the money will be broken down as follows. (These are approximations)

- Food ~ 27%
- Toys ~ 15%
- Games ~ 17%
- Entertainment ~ 13%
- Jumpers ~ 22%
- Other Expenses (i.e. marketing, park reservations, etc.) ~ 6%

Appendix E: Marketing Plan

- Contact many different medias, including but not limited to the following:
 - Television news programs
 - Newspapers
 - Radio stations
 - Magazines
- We have a committee of 13 people who are working hard to promote NAKland and your company
- Also, if we get sponsored by your company, you'll get the benefits of your sponsorship title
- Schools, Community centers, Parks and Recs, etc.
- Community flyering and word of mouth.

