

LUMBEE REGIONAL DEVELOPMENT ASSOCIATION, INC.
Lumbee Homecoming 2021
JUNE 25, - JULY 3, 2021

Sponsorship/Marketing Packet

*52 Years of Celebrating
Lumbee
Pride, Culture, Family,
and Community*

*Proudly Sponsoring
The Second Largest
Attended Event in
Robeson County*

LUMBEE HOMECOMING
2021

LUMBEE HOMECOMING 2021

Sponsorship Awards

*Sponsors who make a donation to cover the sponsorship of an entire event will be the only sponsor recognized at that event

SILVER - \$ 1,000.00

- 1/4-page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to each pageant (Reserved seating)
- Company/Name listed in Homecoming Program Book

GOLD - \$ 1,500.00

- 1/2-page Ad in Homecoming Program Book
- 2-Homecoming Program Books
- 2-Tickets to each pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Listing on Lumbee Homecoming Website

PLATINUM - \$ 3,000.00

- Full page Ad in Homecoming Program Book
- 4-Homecoming Program Books
- 4-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Golf Tournament registration for **ONE** team of (3) three golfers.
- Listing on Lumbee Homecoming Website

MAJOR - \$ 7,000.00

- Full page Ad in Homecoming Program Book
- 4-Homecoming Program Books
- 6-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Company/Name announced at events Sponsored
- Golf Tournament registration for **TWO** teams of (3) three golfers
- Listing, link and logo displayed on Lumbee Homecoming Website until June 1st 2022
- Float in Homecoming Parade

BENEFACTOR - \$10,000.00 +

- Full page Ad in Homecoming Program Book
- 8-Homecoming Program Books
- 8-Tickets to each Pageant (reserved seating)
- Company/Name listed in Homecoming Program Book
- Company/Name announced at events Sponsored
- Golf Tournament registration for **THREE** teams of (3) three golfers
- Listing, link and logo displayed on Lumbee Homecoming Website until June 1st 2022
- Float in Lumbee Homecoming Parade

Fireworks Display



Lumbee Regional Development Association's 4th of July Fireworks show is the largest and most elaborate display in the region. The show can be seen in nearby Communities and up to a 10-mile radius. The Fireworks draws thousands to the Town of Pembroke. The fireworks will be held on Friday July 2nd, 2021. A single sponsorship for the Fireworks Display is \$10,000.00

Gospel Singing



The Gospel Singing allows the Lumbee Church community and the public to come together to fellowship and to worship during Lumbee Homecoming. The Gospel Singing features local and out-of-town groups, and is free to the public. The location of the Gospel Singing moves each year to a new geographic location in the service area. The Gospel Sing will be held Sunday, June 27, 2021, at Mt Airy Baptist Church Outdoor Stage. The sponsorship level for this event is \$2,000.00.

Parade



The parade is a major highlight during the annual Lumbee Homecoming. The Parade will be held on Saturday July 3, 2021. Hundreds of individuals from around the state participate in this event, and thousands come home from all over the United States to be a part of this annual event. It has been estimated as many as 20,000 to 30,000 line the streets to see the parade and enjoy the day's events and fireworks. These events are the second largest attended events in Robeson County.

Little & Junior Miss Lumbee Pageant



The Little Miss Lumbee Pageant gives young girls ages 5-9 and juniors 10-13 the opportunity to represent the Lumbee people and this region of NC. The pageant features traditional regalia, talent, and evening gown competition. The 2021 pageant will be held the first weekend of November (due to COVID restrictions) at the Givens Performing Arts Center on the campus of UNC-Pembroke. A single sponsorship level for this event is \$10,000.00

Teen & Miss Lumbee Pageant



The Teen & Miss Lumbee Pageant determines which two young women will serve as Ambassadors for the Lumbee people. The age category for Teen is 14 - 17, and for Miss Lumbee contestants 18 - 26. The pageant features regalia, talent, interview and evening gown competition. The 20231 pageant will be held the first weekend of November (due to COVID restrictions) at the Givens Performing Arts Center on the campus of UNC-Pembroke. A single sponsorship level for this event is \$10,000.00

Elders Luncheon

Due to COVID concerns this event will not be held this year.

The Elders (65 and older) Luncheon is held at the Southeastern Agricultural Center & Farmers Market in Lumberton. This is a special occasion for the elders of Robeson County and surrounding communities, and those visiting from other cities. This event provides attendees with food, fun, and fellowship. The event is by invitation. Sponsored by Fullers Bar-B-Q, First Bank, and HealthKeeperz





Farewell Dinner

The Farewell Tea is a time for the Ambassadors to reflect on the past year, and to say their final good bye to their many supporters and friends. This is a special occasion for the girls as they showcase their talents and the experience and confidence they have gained throughout their reign. The Farewell Tea will be held Friday June, 25, 2021 at the Southeastern Agricultural Center & Farmers Market in Lumberton.



Lumbee Homecoming Annual Gospel Sing

The Lumbee Homecoming Annual Gospel Sing will be held Friday, July 2, 2021 at LRDA Office Complex. The Gospel Sing features local groups from surrounding counties. It is a night of gospel singing and fellowship. The sponsorship level for this event is \$ 2,500.00.

Golf Tournament

The annual Lumbee Homecoming Charity Golf Tournament provides a venue for business people to socialize and network. The golf tournament will be held at Pine Crest Country Club in Lumberton, NC, and lunch will be provided for all golfers. This event will be held on Saturday, June 22, 2021. The sponsorship level for the Golf Tournament is \$ 3,000.00





Outdoor Concert

The Outdoor Gospel Concert will be held on Saturday July 3, 2021. Local artist from around Robeson and surrounding counties provide music from 6:00 p.m. until 11:00. The sponsorship level for this event is \$2,000.00



5 K Run/Fun Walk

The 5 K Run/Walk will be held on Saturday July 3, 2021 beginning at 6:30 am. Day or registration begins at 5:45 a.m. This event is held at Southeastern Lifestyle Fitness Center in Pembroke. This event attracts all ages. The route is 3.1 miles for runners, and 1 or less miles for walkers. The sponsorship level for this event is \$ 3,000.00.

Lumbee Regional Development Association, Inc.

LUMBEE HOMECOMING ADVERTISEMENT AGREEMENT

Contact Person:	Title/Position:	
Business/Organization		
Mailing Address:	Daytime Phone:	Cell Phone:
City:	State:	Postal Code:
Email Address:	Web-Site:	

- Advertisement must be in one of the electronic formats listed below:
- Microsoft Word, High Resolution PDF File, or JPEG (See Dimensions Below)
- If a photograph is included in your Ad please provide a high-quality photo.
- Submit via, 3.5 Disk, CD, or email to bmaynor@lumbee.org Please title subject line (Homecoming Ad)
- Hard Copy should be submitted with form to assure accuracy
- If you should have questions, or need additional information please contact Beatrice Maynor 910.522.2164

Full Page: 7.3 x 9.8

½ Page: 7.3 x 4.75

¼ Page: 3.5 x 4.75

Business Card 3.5

Advertising Rates

All Ads will be printed
in Full Color

SOLD

Inside Front...\$1000.00

Inside Back.....\$800.00

Back Cover.... \$1000.00

Full Pg. \$700.00

Half Pg.\$350.00

Quarter Pg....\$175.00

Eighth Pg\$100.00

- Same as prior year ad
 Prior year ad with date changes
 Prior year ad with the following changes:
- _____
- _____
- _____

DEADLINE FOR SUBMITTING ADVERTISEMENTS June 15, 2021

I hereby understand and agree with the requirements of this Agreement. I am enclosing a payment of \$ _____ for a _____ page advertisement in the 49th Annual Lumbee Homecoming program booklet.

Check Enclosed: \$ _____

Please make check or money order payable to: **Lumbee Homecoming**
Attn: Ad Sales/Sponsorship
PO Box 68
Pembroke, NC 28372