



SPONSORSHIP PACKET

12th Annual NAKLAND

Saturday, April 14th, 2012

Rosa Parks

4510 Landis Street

San Diego, CA 92105-2822

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NAKland 2012

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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, NAK organizes and promotes events such as guest speakers, workshops, high school conferences, leadership development opportunities, and academic tutoring. Because NAK is a non-profit organization, your contribution is tax deductible under our 501(c)(3) status.

On Saturday April 14, 2012, San Diego State University's Nu Alpha Kappa Fraternity Inc. chapter will be hosting our 12th Annual NAKland (Children's Carnival) at Rosa Parks. It is our hope that you may be able to contribute as one of the privileged few by helping put this event together as being a sponsor. Different levels of sponsorship have been delineated on the pages to come.

NAK has proven through its reputation and quality leadership its powerful and influential role on college campuses and the surrounding communities. To date, NAK consists of twenty-two university chapters in California, Nevada, and Colorado. We have developed strong roots in the Latino community by demonstrating leadership on college campuses and through a web of successful Alumni in various professional fields. Studies show that Latinos represent the fastest growing population in the United States, and college students are often the biggest target audience for marketers. Through your participation in NAKland 2012, a countless number of community leaders, friends, and associates will benefit from your sponsorship at this single event. In addition, this event will provide an infinite number of ways for your company to capitalize on showing your support for the local community.

With your help, NAKland 2012 will include a wide variety of carnival games, carnival rides, inflatable jumpers, giveaways, prizes, traditional mariachi music, Aztec dancing, food, and educational booths, all absolutely FREE to the public. Our target audience includes a diverse group of people, including at risk youth, college students, local families, and the community of San Diego at large. NAK hopes to provide multiple means of media to advertise this event, to include radio and print media on and off campus so that our event is successful and beneficial to both potential sponsors and our organization. With your financial contribution and our passion to assist the community, NAKland 2012 will be a huge success and provide substantial exposure for your company.

Sincerely,

Juan Doyer
NAKland Event Coordinator
5721 Lindo Paseo
San Diego, CA 92115
(619) 454 - 7801
BetaNAK221@yahoo.com
<http://www.naksdsu.org/NAKland>



INFORMATION

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 be an example of success to Latinos in the community, inspiring them to achieve their academic, civil, and humanitarian goals in life and in the university world. Through events such as NAKland, a FREE TO THE PUBLIC children's carnival, community members will be encouraged to attend and be part of this annual tradition.



History of NAKland

On November 1999, Nu Alpha Kappa Fraternity Inc.'s Beta Chapter at San Diego State University received the privilege to host and promote the 1999 Pledge-Fest¹. 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-jump, 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

¹ Pledgefest 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.



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from 100 in 1999 to over 400 children in April 2011. Although, originally held in November; NAKland was moved to April to celebrate the Mexican holiday *Día De Los Niños* (Children's Day) which falls on the last day of April. This holiday commemorating children, falls in early April in the United States. *Día De Los Niños* 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 winning children of the small competitions. Since 2004, NAKland has been made possible with the help of other school organizations such as Alpha Epsilon (AE), Hispanic Business Student Association (HBSA), Association of Chicana Activist (A.Ch.A.), Sigma Theta Psi (ΣΘΨ), Lambda Theta Alpha (ΛΘΑ), Sigma Lambda Gamma (ΣΛΓ), Upsilon Kappa Delta (ΥΚΔ), Lambda Sigma Gamma (ΛΣΓ), Alpha Pi Sigma (ΑΠΣ), and Sigma Alpha Zeta (ΣΑΖ), Lambda Theta Alpha (ΛΘΝ).

With the increase in assistance from other organizations on the San Diego State University campus, we pushed for news coverage. We write letters to the local newspapers, T.V. 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**₂: 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; 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

₂ The Daily Aztec is San Diego State University's newspaper.



activities with their children. NAKland is able to make these hardships disappear. 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, the expectations of prizes, successful games and booths rise as well. Our goal this year is to provide more inflatable jumpers, rides, and games/booths. 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-two 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 the members of the national fraternity gather at one college to enhance the life-long commitment to brotherhood. This event consists 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. It is during this weekend that NAK hosts the NLDC - "NAK Leadership Development Conference," where the new executive board and a minimum 2 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 2012 Title Sponsor: \$6,000+

(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 2012.
- Nu Alpha Kappa web site for NAKland 2012 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 2012.
- Electronic and/or print media ads will mention company as above.
- Printed Materials will display company logo as Official Title Sponsor of NAKland 2012.
- 2,500+ Flyers will display 1/8 size company logo as Official Title Sponsor of NAKland 2012 to be distributed throughout Rosa Parks and San Diego State University campus.
- On stage announcement will mention your name as Official Title Sponsor of NAKland 2012.
- 8"X10" Appreciation plaque to be given at end of Carnival.
- Company logo on Official NAKland 2012 T-shirt

NAKland 2012 Senior Sponsor: \$3,000+

(Only four Opportunities Available)

- Nu Alpha Kappa web site page for NAKland 2012 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 2012 web site will display company logo with direct link to company web site.
- All press releases will mention company as Senior NAKland 2012 sponsor.
- Electronic and/or print media advertisements will mention company as above.
- NAKland pamphlet will display company logo as Senior NAKland 2012 sponsor.
- Company name on Official NAKland 2012 web site.
- 2,500+ Flyers will display 1/8 size company logo as Official Title Sponsor of NAKland 2012 to be distributed throughout Rosa Parks and San Diego State University campus.
- On stage announcement will mention your name as Senior Sponsor of NAKland 2012.
- Corporate banner of 2'x3' at the carnival.
- Medium size company logo on Official NAKland 2012 T-shirt



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NAKland 2012 Junior sponsor: \$1,500+

(Only ten opportunities available)

- NAKland 2012 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 2012 Pamphlet will display company logo as Junior NAKland 2012 Sponsor.
- Company name on Official NAKland 2012 web site.
- 2,500+ Flyers will display a small company logo as Official Title Sponsor of NAKland 2012 to be distributed throughout Rosa Parks and San Diego State University campus.
- On stage announcement will mention your name as Junior Sponsor of NAKland 2012.
- 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 2012 Team Sponsor: \$500.00+

(Unlimited opportunities available)

- On stage announcement will mention your name as Team Sponsor of NAKland 2012.
- Company name on Official NAKland 2012 web site.
- Company name on Official NAKland 2012 Pamphlet.

NAKland 2012 Appreciation Sponsor: \$75.00+

(Unlimited opportunities available)

- On stage announcement will mention your name as Appreciation Sponsor of NAKland 2012.
- Company name on Official NAKland 2012 Web site

NAKland 2012 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 14, 2012 - 8:00am to 5:00pm

Rosa Parks

4510 Landis Street

San Diego, CA 92105-2822

8:00am - 8:30am.....-Meet at San Diego State University

5721 Lindo Paseo Dr.

San Diego, CA 92115

8:30am - 9:00am.....-Caravan to Rosa Parks

4510 Landis Street

San Diego, CA 92105-2822

9:00am - 10:00am.....-Clean park in preparation for event and set up all the events, games, booths, etc.

10:00am.....-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. This festival, which is open to the public at no charge, will take place simultaneously as Nu Alpha Kappa Fraternity, Inc. hosts a National Bone Marrow Drive Registry. The carnival will host a variety of inflatable jumpers such as: Big Glove Boxing Arena, Inflatable Jousting Pedestal, Inflatable Obstacle Course, Giant Scramble Slides, at least Four Carnival Game booths giving out prizes, plus several small games with rewards.

Most certainly, this event will serve as a catalyst to educate guests, family, friends and members of the community about the importance of registering with the National Marrow Donor Program and continuing their education. With the collaboration of Nu Alpha Kappa and the San Diego Blood Bank, we plan to register over 100 new donors and update the information of those already in the registry, which according to the NMDP would be a great success.



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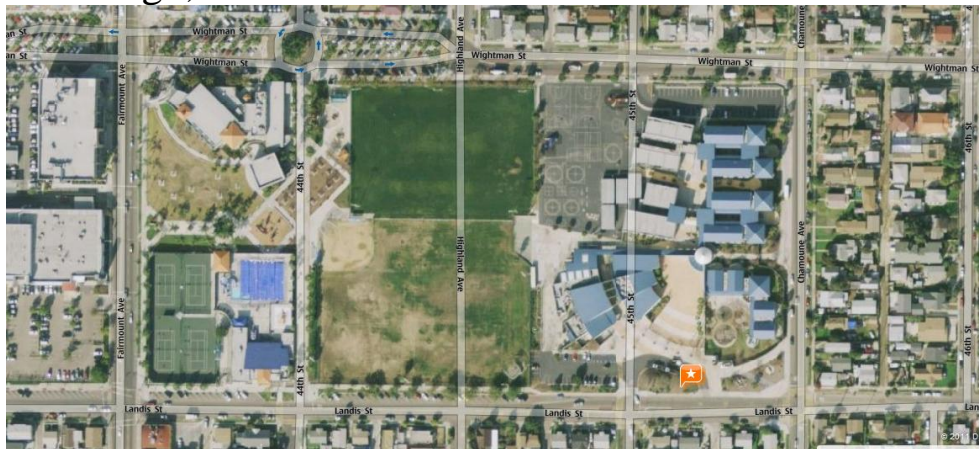
Appendix A: Contact Information

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Appendix B: Maps

Rosa Parks
4510 Landis Street
San Diego, CA 92105-2822



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Appendix C: Daily Aztec News Articles

[Fraternity hosts children's carnival](http://thedailyaztec.com/Archive/Spring-2003/04-29-03/city/city02.html)

<http://thedailyaztec.com/Archive/Spring-2003/04-29-03/city/city02.html>

4/29/03

Fraternity hosts children's carnival

Day-long event celebrates Día de Los Niños

By Lorena Nava

Staff Writer

A campus Latino-based fraternity helped local children celebrate a part of their culture this weekend.

About 300 children - mostly students from Brooklyn, Sherman and Logan elementary schools - and 30 Nu Alpha Kappa brothers got together to take part in the third "NAKland" carnival at Golden Hill Park Saturday.

The day-long event celebrated the Mexican *Día de Los Niños* Holiday, which honors children. Nu Alpha Kappa hosted the event, while several other student organizations sponsored booths and games.

The carnival featured two Astro Jumps, a dunk tank, potato-sack races, face painting, *piñatas* and several other games. The group also served all children free lunches of hot dogs, chips and soda.

Latinas Unidas, a San Diego State student group, hosted a booth where children could make visors, create art projects or have their faces painted. The group, which consists of mostly freshmen, is waiting for the United Sorority and Fraternity Council to recognize them as a Sigma Lambda Gamma sorority chapter.

"We like seeing the little kids happy," *Latinas Unidas* president Carmen Rodriguez said.

Another Latina-based student group, Lambda Theta Alpha, sponsored a dart throwing game.

"We want to help out the community and help out the kids," Lambda Theta Alpha fundraising chair Ariana Garcia-Olivo said.

The cost of the event was roughly \$1,000 and was largely funded by a gentlemen's auction that Nu Alpha Kappa hosts in early February, along with membership fees and profits from other fundraisers. Some of the prizes were donated.



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This was the first year that so many other student groups participated, Nu Alpha Kappa President Ismael Vallejo said.

"We need people to come out and show their support," Nu Alpha Kappa's public relations director Fernando Alvarez said. "We need to be a role model in the community - show them other Latinos in college, as well."

According to Vallejo, the event took about three months to plan. The fraternity sent a mass e-mail to all Greek organizations on campus and contacted other groups that it had worked with in the past. Each group that participated was responsible for hosting its own booth.

"We're here to support the boys, they supported us," immediate past president of Alpha Epsilon Amy Rice said about her group's involvement in the event.

Alpha Epsilon hosted a lollipop treasure hunt, where kids received a toy if they found a special lollipop.

"We bought the toys out of our own pockets," Nu Alpha Kappa member Juan Aguirre said. "Hopefully, we'll have sponsors next year."



Nu Alpha Kappa members Bernie Garcia-Olivo and Sergio Marquoz stand with the winners of a three-legged race Saturday. The boys take some time to enjoy their candy prizes. Jessica Swartz / Daily Aztec

The event was very important to Nu Alpha Kappa, especially since the group recently came off suspension for hazing practices. Nu Alpha Kappa was placed on suspension Jan. 16, 2002 following an October 2001 hazing incident. The suspension was set to end in 2005; however, the fraternity was scheduled for a review by the United Sorority and Fraternity Council in Fall 2002. The council decided that Nu Alpha Kappa had far exceeded its community service requirement and, upon approval from Vice President of Student Affairs Jim Kitchen, the fraternity's status was reduced to probationary last month.

Nu Alpha Kappa has about 150 members in its chapter and about 1,000 nationwide. The group consists mostly of members of Mexican and Central American heritage, as well as those from mixed backgrounds. The group also had a new member from Sweden a few years ago and a member from India is currently contributing to the fraternity as the community service chair.

Taken From The San Diego State University, [Daily Aztec](#), 04/29/03



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GREEK BEAT: NAK is clowning around

Fraternity to hold annual carnival to benefit low-income school children

Kristiana Erthner, Staff Writer

Published: Thursday, April 24, 2008

Updated: Sunday, October 12, 2008

There will be clowns, carnival music and hundreds of kids racing around at a local park this weekend as Nu Alpha Kappa Fraternity prepares for a community service event that is sure to win the prize.

From 10 a.m. to 5 p.m. on Saturday at Azalea Park in City Heights, Nu Alpha Kappa will host "NAKland Children's Carnival," the fraternity's eighth annual philanthropy carnival event for the country's low-income elementary and middle school students.

This year's NAKland falls on the Latino holiday "*Día de los niños*" meaning "day of the children," and it features a number of activities including face painting, jumpers and a stacked lineup of carnival games and booths.

Keeping up with the Latino-based fraternity's spirit, there will be folklorico dancing, a form of traditional Latin dance, as well as Aztec dancing.

Carlos Piña, Nu Alpha Kappa director of community service, said the carnival is an event the fraternity prepares for all year.

"All of the money we raise through community service goes toward NAKland," Piña said. "We do a lot of work with kids in the community."

Several organizations will contribute to make the event a success, including six at San Diego State and others in the community such as the City Heights Rotary Club and the San Diego Fire Department from Station 16.

According to Nu Alpha Kappa Vice President Fabian Pallares, this year's event is a true indication of the carnival's growing impact on the community.

"In the beginning stages, we only had about 50 families attend our event," Pallares said. "Now, we are expecting more than 500 families at the carnival."

In fact, because of the positive feedback from past events, Pallares said other chapters of Nu Alpha Kappa are considering adopting the carnival and it may even become a national philanthropy.

Through all of the members' hard work and help from local companies, including substantial donations from ROK Enterprises, Inc., and other sponsors, the fraternity was able to purchase more than 500 toys to distribute to children on Saturday.



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Beyond giving away prizes and stirring cheer, the main objective of NAKland is to motivate youth to strive for higher education. Nu Alpha Kappa Sgt. of Arms Chris Acedo said the fraternity's goal is to inspire children to succeed, whether or not they believe they are capable.

"I think going to college seems unattainable to a lot of kids coming from low-income families," Acedo said. "We're here to show that people like them can become successful, a lot of us came from low-income households too."

Acedo said this message is an ongoing theme for the fraternity, and something it promotes at other community service events, such as visiting local orphanages and giving campus tours to middle school students.

Next on Nu Alpha Kappa's agenda is the National Marrow Donor Program on campus May 5. Piña said the event, which is the fraternity's national philanthropy, occurs every spring to make people aware of the necessity to donate bone marrow.

Visit the San Diego Blood Bank Web site at www.sandiegobloodbank.org for more information on where and how to donate bone marrow.

Taken from San Diego State University's *Daily Aztec* 4/24/08

Appendix D: Budget

- Depending on how much we raise up 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, reservation, etc) ~6%

Appendix E:Marketing Plan

- Contact many different media's, including but not limited to the following:
 - Television news programs, newspapers, radio stations, and magazines.
- We have a committee of 20 people who are working hard to promote NAKLAND and your company.
- Also, if we get sponsored by your company, you'll get all the benefits of your sponsorship title.



Nu Alpha Kappa Fraternity, Inc.



*Nu Alpha Kappa Fraternity, Inc.
San Diego State University
Beta Chapter, Est. February, 10, 1990*

