



Dear Potential Sponsor,

The Beta Mu Chapter of the Pi Kappa Alpha Fraternity is committed to upholding the values taught in our Vision, which encourages members to take an active role in the community by volunteering their time and efforts. That is why we were pleased to announce our first annual *Pike Fest*, benefiting two very worthy causes.

### **What is Pike Fest?**

*Pike Fest* will take place on April 15, 2017, at the Pi Kappa Alpha Fraternity House in Austin, Texas. Our Goal is to **raise \$100,000** to support St. Jude Children's Research Hospital and the Taylor Trudeau Foundation. In an effort to meet this goal, we invite you to be part of our exciting inaugural event as a sponsor and partner. By featuring an A-list musician and two local artists for a 14-hour concert, *Pike Fest* is designed to attract as many individuals as possible, raising both awareness and donations.

### **Your Benefits as a Partner**

As a valued sponsor, your organization will have direct exposure to all our attendees, who live in and around the University of Texas at Austin Campus. This 18- to 24-year-old demographic is often hard to reach, adding tremendous value to this opportunity. We offer several levels of partnership with varying degrees of involvement and benefits. Attached, you will find an overview of each partnership for your consideration.

### **Who are we Helping?**

St. Jude Children's Research Hospital helps kids who are battling cancer. They have the world's best survival rates for some of the most aggressive cancers and all patients are treated free of charge thanks to charitable contributions. The Taylor Trudeau Foundation funds research for Leukemia, Lymphoma, and Melanoma. Taylor, a Pi Kappa Alpha brother, passed away in August 2008 after a courageous year-long battle with Leukemia. Please join us in honoring our brother and supporting these incredible causes.

A Pi Kappa Alpha representative will contact you in the next few days. In the meantime, if you have any questions or would like to express an immediate interest, please call or email me at any time. We would be honored to meet with you personally to discuss at your convenience.

Thank you for your time and consideration of this proposal.

Sincerely,  
Nicolas Thompson  
Philanthropy Chair  
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### **THE PI KAPPA ALPHA FRATERNITY**

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