



Are you ready to go **Over The Edge?**

**New Directions**  
HOPE STARTS HERE.

**SPONSORSHIP OPPORTUNITIES**



On September 7, 2024, 90 rappellers will go "over the edge" of The Avista Resort, North Myrtle Beach, in support of New Directions, to help fight homelessness.

**How will you help?**





## Presenting Sponsor - \$7,000 (1 AVAILABLE)

- Title of Presenting Sponsor: “Over The Edge Myrtle Beach Presented By \_\_\_\_\_.”
- Exclusive branding of registration, ground party, staging, and roof.
- Highly visible decal placed on all participant helmets for the event.
- 4 rappelling spots to go over the edge
- Largest/ most-prominent logo on all promotional materials for the event; including event t-shirts
- Mention in all PSA’s, News Interviews, Press Releases, and Media
- Exclusive 15-minute radio interview on Talk 94.5
- Exclusive logo branding on event live stream
- Recognition on New Directions’ website with support level for 1 year
- Recognition in New Directions Annual Report (Fiscal Year 2024)
- Primary logo placement on Over The Edge website with link
- Company logo on all promotional materials including event posters/flyers, banners/signage, print ads, and e-newsletters
- 12 Social Media Shout-outs
- PA Announcements throughout event day and mentions in event live-stream

## Landing Zone Sponsor – \$5,000 (1 AVAILABLE)

- 3 rappelling spots to go over the edge
- Naming opportunity to be used in event advertisement, mentioned in opening/closing event announcement and PA announcements throughout the day; “the \_\_\_\_\_ Landing Zone”
- Landing Zone Banner and branding of landing zone
- Recognition on New Directions’ website with support level for 1 year
- Recognition in New Directions Annual Report (Fiscal Year 2024)
- Company logo on all promotional materials including event posters/flyers, banners/signage, print ads, and e-newsletters
- 8 Social Media Shout-outs
- Mentions in event live-stream

**Interested in becoming a sponsor?**

Please contact [eguyton@helpnewdirections.org](mailto:eguyton@helpnewdirections.org)

**(843) 251-8724**



## Ropes Sponsor - \$2,500 (2 AVAILABLE)

- 2 rappelling spots to go over the edge
- Naming opportunity for rope to be mentioned in opening/closing event announcement and PA announcements throughout the day; "Event Participant is headed down ' \_\_\_\_\_ rope'"1 rappelling spot to go over the edge
- Recognition on New Directions' website with support level for 1 year
- Recognition in New Directions Annual Report (Fiscal Year 2024)
- 6 Social Media Shout-outs
- Company Logo on Event T-Shirt
- Logo placement on Over The Edge website with link
- Mentions in event live-stream

## Event Sponsor - \$1,000

- 1 rappelling spot to go over the edge
- Logo placement on Over The Edge website with link
- 4 Social Media Shout-outs
- Company Name on Event T-Shirt
- Vendor Space (Weather permitting)



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