



Summit of Hope

COMMUNITY AWARENESS EVENT

To learn more about the Summit of Hope, please visit us online at www.arcjc.org/newsevents/summitofhope

We *dream*
of a world
where each of us
is *valued*

Free to find
our own paths
to make our own
hard *choices*

Where *respect*
and *dignity*
aren't just words,
but *actions*

A world where
the possibilities
are *limitless*

Together
we are *The Arc*,
and together
we can achieve
anything





Sponsor Benefit Summary

This chart is provided as a quick guide to the different sponsorship levels. For detailed information, please see the full sponsor benefit listings on the following pages.

All Sponsorship requests will be granted at the discretion of the Summit of Hope Committee and must be deemed in the best interest of The Arc.

	Summit \$5,000	Empowerment \$2,500	Achievement \$1,000	Opportunity \$500
<p>Exclusive promotional opportunities with maximum prominence and visibility before, during, and following the event, including:</p> <ul style="list-style-type: none"> ★ Additional recognition from speaker during program ★ Opportunity to distribute imprinted takeaway items for each guest ★ Full page, full color recognition ad in print program ★ Increased on-screen recognition before and after event ★ Opportunity to host promotional booth in lobby 	X X X X X			
<p>Prominent recognition of sponsor support in multiple marketing vehicles leading up to and following the Summit of Hope, including:</p> <ul style="list-style-type: none"> ★ Recognition verbally and on-screen during program ★ Ongoing logo placement in eCommunications ★ Logo placement on both The Arc’s home page and event page ★ Prominent logo inclusion in The Arc’s annual report 	X X X X	X X X X		
<p>Table sign with sponsor name and logo, with reserved seating. <i>Summit</i> and <i>Empowerment</i> Sponsors may bring a full table of 10 guests; <i>Achievement</i> Sponsors may bring up to 5 guests.</p>	X	X	X	
<p>Sponsor recognition with logo display from the stage during the program.</p>	X	X	X	
<p>Placement of sponsor logo (<i>Summit</i>, <i>Empowerment</i>, and <i>Achievement</i> Sponsors) or name (<i>Opportunity</i> Sponsors) in event-related materials on day of event, including: pre- and post-program slideshow, event program.</p>	X	X	X	X
<p>Recognition leading up to and following the Summit of Hope on event web page, in The Arc’s eCommunications and social media, and in The Arc’s annual report published in March 2013.</p>	X	X	X	X
<p>Maximum number of impressions (Total opportunities beginning May 1, 2012 and ending March 2013)</p>	57,000	40,000	25,000	18,000

Summit Sponsor - \$5,000 EXCLUSIVE Single Sponsor

This package offers exclusive benefits for a single sponsor, with maximum exposure leading up to, during, and following the Summit of Hope.

Recognition Opportunities, ordered by exclusivity

- ★ On-stage recognition from final speaker
- ★ Opportunity to place imprinted takeaway item at all seats (no business cards or brochures)
- ★ Full page, full color recognition ad on inside front cover of the Summit of Hope event program
- ★ Special exclusive recognition slide with logo displayed prior to and after event with three times the frequency of full sponsor recognition slide
- ★ Opportunity to host booth in lobby prior to and following event. Guests are not allowed to enter the ballroom until 11:45 AM, so guests will be lingering in lobby prior to the luncheon.
- ★ Reserved table for 10 guests, with sponsor name and logo on table sign
- ★ Logo with link to sponsor website displayed on The Arc web site's home page through Friday, October 5, 2012 (average 1,000 unique visitors per month)
- ★ Initial recognition in The Arc's weekly eUpdate (930+ readers) will include comment from sponsor spokesperson about interest in supporting The Arc's Summit of Hope luncheon
- ★ Ongoing recognition in The Arc's weekly eUpdate will include sponsor logo with link to sponsor web site. Beginning May 1, 2012, there will be 22 opportunities for inclusion prior to the event date, totaling more than 20,000 impressions.
- ★ Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in March 2013 (Distributed to approx. 800 people)
- ★ Inclusion of sponsor logo on full sponsor recognition slide prior to and following event
- ★ Sponsor name announced by Emcee during opening of program while full sponsor slide is displayed on screen.
- ★ Sponsor logo included on color sponsor recognition page on inside back cover of event program
- ★ Logo with link to sponsor website displayed on The Arc's Summit of Hope event web page through December 31, 2012.
- ★ Inclusion in sponsor recognition article in eNewsletters published June 20 and September 19, including logos for all sponsors at time of publication.
- ★ Announcement of new sponsor commitments on Facebook and Twitter, with link to sponsor site, three times on the next weekday following sponsor commitment.
- ★ Sponsor name listed in pre-event communications to event volunteers (approx. 60 people, 4-7 times)

Maximum Available Impressions: **57,000** with **97%** logo integration

Exclusivity Rating Key

★ Summit Only	★ Summit & Empowerment	★ Summit, Empowerment, & Achievement	★ All Levels
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All Sponsorship requests will be granted at the discretion of the Summit of Hope Committee and must be deemed in the best interest of The Arc.

Empowerment Sponsor - \$2,500

This package offers high-level benefits for multiple sponsors, with prolonged exposure leading up to, during, and following the Summit of Hope.

Recognition Opportunities, ordered by exclusivity

- ★ Reserved table for 10 guests, with sponsor name and logo on table sign
- ★ Logo with link to sponsor website displayed on The Arc web site's home page through Friday, October 5, 2012 (average 1,000 unique visitors per month)
- ★ Initial recognition in The Arc's weekly eUpdate (930+ readers) will include comment from sponsor spokesperson about interest in supporting The Arc's Summit of Hope luncheon
- ★ Ongoing recognition in The Arc's weekly eUpdate will include sponsor logo with link to sponsor web site. Beginning May 1, 2012, there will be 22 opportunities for inclusion prior to the event date, totaling more than 20,000 impressions.
- ★ Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in March 2013 (Distributed to approx. 800 people)
- ★ Inclusion of sponsor logo on full sponsor recognition slide prior to and following event
- ★ Sponsor name announced by Emcee during opening of program while full sponsor slide is displayed on screen.
- ★ Sponsor logo included on color sponsor recognition page on inside back cover of event program
- ★ Logo with link to sponsor website displayed on The Arc's Summit of Hope event web page through December 31, 2012.
- ★ Inclusion in sponsor recognition article in eNewsletters published June 20 and September 19, including logos for all sponsors at time of publication.
- ★ Announcement of new sponsor commitments on Facebook and Twitter, with link to sponsor site, three times on the next weekday following sponsor commitment.
- ★ Sponsor name listed in pre-event communications to event volunteers (approx. 60 people, 4-7 times)

Maximum Available Impressions: **40,000** with **97%** logo integration

Exclusivity Rating Key

★ Summit Only	★ Summit & Empowerment	★ Summit, Empowerment, & Achievement	★ All Levels
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All Sponsorship requests will be granted at the discretion of the Summit of Hope Committee and must be deemed in the best interest of The Arc.

Achievement Sponsor - \$1,000

This package includes valuable exposure leading up to, during, and following the Summit of Hope.

Recognition Opportunities, ordered by exclusivity

- ★ Reserved seating for 5 guests
- ★ Inclusion of sponsor logo on full sponsor recognition slide prior to and following event
- ★ Sponsor name announced by Emcee during opening of program while full sponsor slide is displayed on screen.
- ★ Sponsor logo included on color sponsor recognition page on inside back cover of event program
- ★ Logo with link to sponsor website displayed on The Arc's Summit of Hope event web page through December 31, 2012.
- ★ Recognized with logo and link to sponsor website in the next eUpdate published following sponsor commitment.
- ★ Ongoing biweekly recognition in The Arc's weekly eUpdate will include sponsor name with link to sponsor web site. *Beginning May 1, 2012, there will be 11 opportunities for inclusion prior to the event date, totaling more than 10,000 impressions.*
- ★ Inclusion in sponsor recognition article in eNewsletters published June 20 and September 19, including logos for all sponsors at time of publication.
- ★ Announcement of new sponsor commitments on Facebook and Twitter, with link to sponsor site, three times on the next weekday following sponsor commitment.
- ★ Inclusion of sponsor name on sponsor recognition page in The Arc's annual report published in March 2013 (*Distributed to approx. 800 people*)
- ★ Sponsor name listed in pre-event communications to event volunteers (*approx. 60 people, 4-7 times*)

Maximum Available Impressions: 25,000 with 50% logo integration

Exclusivity Rating Key

★ Summit Only	★ Summit & Empowerment	★ Summit, Empowerment, & Achievement	★ All Levels
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All Sponsorship requests will be granted at the discretion of the Summit of Hope Committee and must be deemed in the best interest of The Arc.

Opportunity Sponsor - \$500

This package includes exposure leading up to, during, and following the Summit of Hope.

Recognition Opportunities, ordered by exclusivity

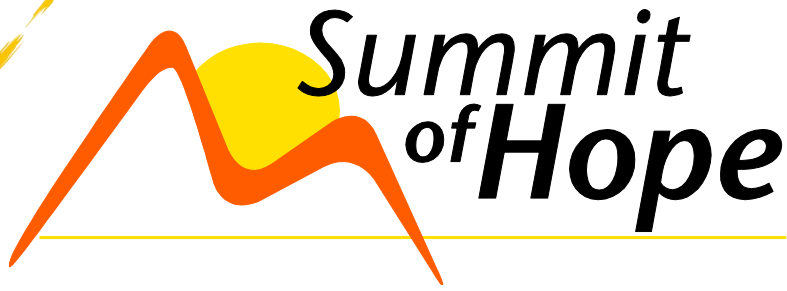
- ★ Inclusion of sponsor name on full sponsor recognition slide prior to and following event
- ★ Sponsor name included on color sponsor recognition page on inside back cover of event program
- ★ Logo with link to sponsor website displayed on The Arc's Summit of Hope event web page through December 31, 2012.
- ★ Recognized with logo and link to sponsor website in the next eUpdate published following sponsor commitment.
- ★ Ongoing monthly recognition in The Arc's weekly eUpdate will include sponsor name only. *Beginning May 1, 2012, there will be 6 opportunities for inclusion prior to the event date, totaling more than 5,500 impressions.*
- ★ Inclusion in sponsor recognition article in eNewsletters published June 20 and September 19, including logos for all sponsors at time of publication.
- ★ Announcement of new sponsor commitments on Facebook and Twitter, with link to sponsor site, one time on the next weekday following sponsor commitment.
- ★ Inclusion of sponsor name on sponsor recognition page in The Arc's annual report published in March 2013 (*Distributed to approx. 800 people*)
- ★ Sponsor name listed in pre-event communications to event volunteers (*approx. 60 people, 4-7 times*)

*Maximum Available Impressions: **18,000** with **35%** logo integration*

Exclusivity Rating Key

★ Summit Only	★ Summit & Empowerment	★ Summit, Empowerment, & Achievement	★ All Levels
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Sponsorship Commitment Form

Business Name _____

(As it will appear in acknowledgements)

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ E-mail _____

Organization URL (for website link) _____

Sponsorship Options (select one)

- \$5,000 \$2,500 \$1,000 \$500

Payment Options (select one)

- Check enclosed payable to The Arc – Jefferson, Clear Creek & Gilpin Counties
 Please invoice our organization. Purchase order # _____.
 Please charge my credit card: VISA MC

Name on Card _____ Exp. Date: __ / __ / __

Authorized Signature _____ CVV __ / __ / __

Cardholder Phone: (____) ____ - _____

Please return this form by mail, fax, or email to:

The Arc – Jefferson, Clear Creek & Gilpin Counties
8725 W. 14th Ave., Suite 100
Lakewood, CO 80215
(303) 232-1338 PH
(303) 232-9370 FAX
genni@arcjc.org

As a 501(c)3 nonprofit organization, your sponsorship of The Arc – Jefferson, Clear Creek & Gilpin Counties may be tax-deductible as a business expense or a charitable contribution. Please consult your tax advisor for guidance. Tax ID #23-7162049