

# 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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*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.*