

# 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.