

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.

Empowerment Sponsor Benefits

Maximum Impressions: **45,000** with **95%** logo integration

- ★ **Announcement in eUpdate.** Initial recognition in The Arc's weekly eUpdate (1,250 readers) will include comment from sponsor spokesperson about interest in supporting The Arc's Summit of Hope luncheon
- ★ **Announcement on Social Media.** New sponsor commitments will be announced on Facebook and Twitter (1,350 unique fans and followers), with link to sponsor site and social accounts, three times on the next weekday following sponsor commitment.
- ★ **eNewsletter Logo Recognition.** Inclusion in sponsor recognition article in eNewsletters published June 19 and September 18 including logos for all sponsors at time of publication (1,250 readers)
- ★ **eUpdate Recognition.** Ongoing *weekly* recognition in The Arc's eUpdate (1,250 readers) will include sponsor logo with link to sponsor web site. Beginning May 1, 2013 there will be 19 opportunities for inclusion prior to the event date
- ★ **From the Stage.** All sponsors announced by Emcee during opening of program while all-sponsor slide is displayed on screen (450 guests)
- ★ **Inclusion in 2013 Annual Report.** Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in March 2014 (1,000+ recipients)
- ★ **Logo Inclusion on The Arc's Home Page.** Logo with link to sponsor website displayed on The Arc web site's home page through Friday, October 11, 2013 (average 1,200 unique visitors per month)
- ★ **Logo Inclusion on Summit of Hope Sponsor Page.** Logo with link to sponsor website displayed on The Arc's Summit of Hope event web page through December 31, 2013 (average 1,200 unique visitors per month)
- ★ **Print Program Recognition.** Sponsor logo included on color all-sponsor recognition page on inside back cover of event program (450 guests)
- ★ **Recognition in Volunteer Communications.** Sponsor name listed in pre-event communications to event volunteers (approx. 60 people, 4-7 times)
- ★ **Reserved Seating.** Reserved table for 10 guests, with sponsor name and logo on table sign
- ★ **Screen Recognition.** Inclusion of sponsor logo on all-sponsor recognition slide displayed prior to and following event.