

# Opportunity Sponsor - \$500

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

## Opportunity Sponsor Benefits

*Maximum Impressions: 20,500 with 45% logo integration*

- ★ **Announcement in eUpdate.** Initial recognition in The Arc's weekly eUpdate (1,700 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, Twitter and Instagram (2,000 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 in July and October, including logos for all sponsors at time of publication (1,700 readers)
- ★ **eUpdate Recognition.** Ongoing *monthly* recognition in The Arc's eUpdate (1,700 readers) will include sponsor logo with link to sponsor web site. Beginning May 1, 2018 there will be 11 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 (430 guests)
- ★ **Inclusion in 2018/19 Annual Report.** Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in August 2019 (1,000+ recipients)
- ★ **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, 2018 (average 1,200 unique visitors per month)
- ★ **Print Program Recognition.** Sponsor name included on color all-sponsor recognition page on inside back cover of event program (430 guests)
- ★ **Recognition in Volunteer Communications.** Sponsor name listed in pre-event communications to event volunteers (approx. 60 people, 4-7 times)
- ★ **Screen Recognition.** Inclusion of sponsor name on all-sponsor recognition slide displayed prior to and following event