



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 Exclusive! \$5,000	Empowerment \$2,500	Achievement \$1,000	Opportunity \$500
Exclusive promotional opportunities with maximum prominence and visibility before, during, and following the event, including: <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 ★ Opportunity to make a live or recorded statement to guests 	X X X X X X X			
Prominent recognition of sponsor support in multiple marketing vehicles leading up to and following the Summit of Hope, including: <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		
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.	X	X	X	
Sponsor recognition with logo display from the stage during the program.	X	X	X	
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.	X	X	X	X
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 August 2017.	X	X	X	X
Maximum number of impressions <i>(Total opportunities beginning April 1, 2016 and ending June 2017)</i>	61,000	45,000	26,000	20,500

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. **Maximum Impressions: 61,000 with 100% logo integration**

Exclusive Benefits

- ★ **Make a Personal Statement.** Choice of two opportunities to directly address event guests: speak directly to guests from the stage (up to 3 minutes) **or** record a brief statement on video to be shown during the event. If video is submitted, this will also be posted on The Arc's web site at www.arcjc.org.
- ★ **Promotional Items.** Opportunity to place imprinted takeaway item at all seats (no business cards or brochures, please)
- ★ **Information Table.** Opportunity to host a booth outside the ballroom from 11:00 AM to 2:00 PM on the day of the luncheon
- ★ **Prominent Print Recognition.** Full page, full color recognition ad on inside front cover of the Summit of Hope event program
- ★ **Verbal Recognition During Program.** On-stage recognition from final program speaker
- ★ **Prominent Screen Recognition.** Additional exclusive recognition slide with logo displayed prior to and after event with three times the frequency of all-sponsor recognition slide

Additional Benefits

- ★ **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 in June and September 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 April 1, 2016 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 (430 guests)
- ★ **Inclusion in 2016/17 Annual Report.** Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in August 2017 (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 21, 2016 (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, 2016 (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.

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.

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 in June and September 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 April 1, 2016 there will be 24 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 2016/17 Annual Report.** Prominent inclusion of sponsor logo on sponsor recognition page in The Arc's annual report published in August 2017 (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 21, 2016 (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, 2016 (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.

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.

Achievement Sponsor Benefits

*Maximum Impressions: **26,000** with **45%** 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 in June and September including logos for all sponsors at time of publication (1,250 readers)
- ★ **eUpdate Recognition.** Ongoing *biweekly* recognition in The Arc's eUpdate (1,250 readers) will include sponsor name with link to sponsor web site. Beginning April 1, 2016 there will be 12 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 2016/17 Annual Report.** Inclusion of sponsor name on sponsor recognition page in The Arc's annual report published in August 2017 (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, 2016 (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 seating for 5 guests
- ★ **Screen Recognition.** Inclusion of sponsor logo on all-sponsor recognition slide displayed prior to and following event.

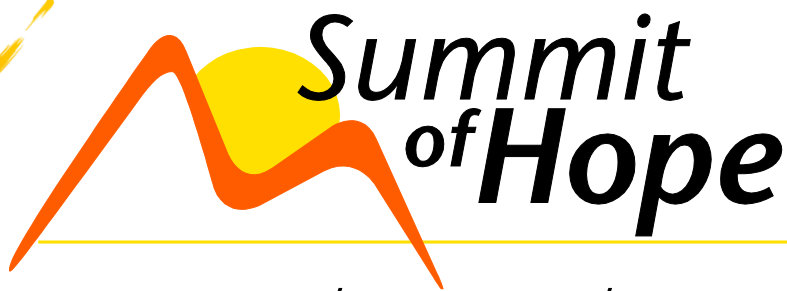
Opportunity Sponsor - \$500

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 (1,250 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, one time on the next weekday following sponsor commitment.
- ★ **eNewsletter Logo Recognition.** Inclusion in sponsor recognition article in eNewsletters published in June and September including logos for all sponsors at time of publication (1,250 readers)
- ★ **eUpdate Recognition.** Ongoing *monthly* recognition in The Arc's eUpdate (1,250 readers) will include sponsor name with link to sponsor web site. Beginning April 1, 2016 there will be 7 opportunities for inclusion prior to the event date
- ★ **Inclusion in 2016/17 Annual Report.** Inclusion of sponsor name on sponsor recognition page in The Arc's annual report published in August 2017 (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, 2016 (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 (450 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.



Arvada Center / October 18 / 12-1 PM

2016 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 ☐ AMEX ☐ DISC

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
13949 W. Colfax Ave, Building 1, Suite 150
Lakewood, CO 80401
(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