



September 4, 2008 4- 8:30 PM artbeatsouthbend.org

SPONSORSHIP LEVELS

1. ART BEAT SCENE SPONSORSHIP (\$3,000)

*Location: To Be Determined

Investment: \$3,000 includes the following recognition

Inclusion in 50,000 special Art Beat Program insert of the fall edition of ArtsEverywhere Magazine

- Company logo to appear on cover of Art Beat Program Insert
- Company logo identifying "Scene" location in Art Beat Map of Program Insert
- Company listed on Contributor Page of Art Beat Program Insert
- 4 color ad in Art Beat Program Insert-3.25 w x 3.5 h
- Art Beat Program Insert to appear as part of ArtsEverywhere.com with monthly hits of 49,000

Inclusion in rotation of Art Beat radio spots to be aired on WSBT Radio Group stations, beginning August 11 and running through September 4, 2008

- Mention in at least 46 recorded promotional commercials per station (:30)
- Mention in at least 35 live promotional announcements per station (:10)
- Reaching an audience of 370,500

Inclusion in Art Beat Television spots on local stations

Exclusive promotional rights at "Scene"

- Display of Company Banner-to be provided by Company
- Option to give-away Company products, coupons, etc.
- Option to set up Company product and point of purchase display

Inclusion in Website Promotions:

- Company logo on Art Beat home page with link to company website
- Company information in news stories on downtownsouthbend.com

Inclusion in DTSB E-Newsletter:

- Logo in E-Newsletter story promoting Art Beat

Inclusion in Event Flyers:

- Company logo on promotional Art Beat flyers

Logo on event t-shirts

Total promotional value of approximately \$30,000 of positive exposure

2. ART BEAT TRANSPORTATION SPONSORSHIP (\$2,000)

Investment: \$2,000 includes the following recognition: (only two non-compete sponsors)

Inclusion in 50,000 special Art Beat Program insert of the fall edition of ArtsEverywhere Magazine

- Company logo to appear on cover of special Art Beat program insert
- Company listed in Contributor Page of Art Beat program insert
 - 50,000 magazines with Art Beat program insert to be distributed. Art Beat insert to be included as part of ArtsEverywhere.com with monthly visits of 49,000.

Exclusive promotional opportunities on Art Beat Transpo Trolley and/or Horse Drawn Carriage to include:

- "Scrolling Marquee" with your Company name on the Transpo Trolley
- Option to give-away Company products, coupons to approximately 1,000 riders
- Promotional announcements on Trolley

Inclusion in Website Promotions:

- Company logo on Art Beat home page

Inclusion in DTSB E-Newsletter:

- Logo in E-Newsletter story promoting Art Beat

Inclusion in Event Flyers

- Company logo on promotional Art Beat flyers

Logo on event t-shirts

Total promotional value of approximately \$20,000 of positive exposure

3. ART BEAT PATRON SPONSORSHIP (\$1,000)

Investment: \$1,000 includes the following recognition: (only ten non-compete sponsors)

Inclusion in 50,000 special Art Beat Program insert of fall edition of ArtsEverywhere Magazine:

- Company name to appear on cover of Art Beat Program Insert
- Company name listed on Contributor page of Art Beat Program Insert
- Art Beat Program Insert to appear as part of ArtsEverywhere.com with monthly hits of 49,000

Inclusion in Website Promotions:

- Company name on Art Beat website

Inclusion in DTSB E-Newsletter:

- Company name in E-Newsletter story promoting Art Beat

Inclusion in event flyers:

- Company name on promotional Art Beat flyers

Logo on event t-shirt

Total promotional value of approximately \$12,000 of positive exposure

4. ART BEAT STROLL SPONSORSHIP (\$500)

Investment: \$500 includes the following recognition:

Inclusion in 50,000 special Art Beat Program insert of fall edition of ArtsEverywhere Magazine:

- Company name listed on Contributor page of Art Beat Program Insert
- Art Beat Program Insert to appear as part of ArtsEverywhere.com with monthly hits of 49,000

Inclusion in Website Promotions:

- Company name on Art Beat website

Inclusion in DTSB E-Newsletter:

- Company name in E-Newsletter story promoting Art Beat

Inclusion in event flyers/postcards:

- Company name on promotional Art Beat flyers/postcards

Total promotional value of approximately \$8,000 of positive exposure