

# Winter Elegance Sponsorship Levels

**1. Signature Billboard Sponsor \$15,000:** This one and only signature sponsor will be identified prior to and throughout the entire event, in all PR, marketing materials and advertising about Winter Elegance, print, radio, television both in voice and graphics where applicable. The headline will always be the sponsor name when associated with Winter Elegance. A pre-recorded 30-second video about your company and your commitment to Project ID will be pre-produced at Gibby Media and shown throughout the event. We suggest a company owner or officer on camera. The signature Billboard sponsor will receive during the two hour broadcast, ten (10) 30-second spots, to be run during specific breaks and ten (10) 30 second spots during the 2 hour pre-show broadcast. The Signature Billboard Sponsor has the option to provide their own 30 second commercial to be run as part of the programming or have a special Project ID related spot produced by Gibby Media. Only one signature sponsor is available. You will also receive a meal for 8 people, on the night of the event for your watch party.

**2. Gold sponsorships \$10,000:** Five (5) Gold sponsors will be featured throughout the four hours of broadcasts in both commercials and in a special recognition by our hosts and a special video segment. A short interview segment of 30 seconds, on each Gold sponsor, will be pre-produced and featured during the broadcast four times. Gold Sponsors will also appear on print and promotional collateral. In addition, each Gold sponsor will receive five (5) for a total of 10 spots. Gibby Media will produce the spots included in the sponsorship package. The hosts of the program will acknowledge at least twice each hour, all Gold sponsors in voice and logo graphic. You will also receive a meal for 8 people, on the night of the event for your watch party.

**3. Silver Sponsorships \$5,000:** Five (5) Silver sponsors will be featured throughout the four hour broadcast. Silver Sponsors will be identified by voice and Logo by our hosts once each hour. During the preshow and main Winter Elegance broadcast, each Silver sponsor will receive two (2) 30 second spots in the preshow and two (2) spots in the Winter Elegance broadcast for a total of four spots. The spots will be provided by the sponsor or designed and produced by Gibby Media included in the sponsorship. The hosts of the program will acknowledge once every two hours. All printed collateral will also contain a list of Silver sponsors. You will also receive a meal for 8 people, on the night of the event for your watch party.

**4. Bronze Sponsorship \$1,000:** In the place of sponsoring tables, ten to twenty five (10-25) bronze sponsors will be featured, throughout the four hour broadcast, in sections where all sponsors are identified by audio, by the host, and by logo once in each two hour program segments. During the preshow and main Winter Elegance broadcast each bronze sponsor, will receive one (1) 30 second spot to run once during the broadcast. The spots will be provided by the sponsor or designed and produced by Gibby Media, cost included. The hosts of the program will acknowledge all bronze sponsorship print collateral where applicable will also acknowledge Bronze sponsors. You will also receive a meal for 8 people, on the night of the event for your watch party.