

## American Cancer Society's Concert2Cure Cash Sponsorships

### **MULTI-PLATINUM \$15,000 DONATION**

#### **STARRING - YOUR LOGO!**

- Logo Placement with Concert2Cure Materials
  - Web site
    - Presence on home page
    - Links to C2C web site
    - Opportunity to develop and execute C2C promotion
    - Opportunity to tag their media with C2C acknowledgement/information
  - Compact Disc Back Cover
  - Print Ads (Creative Loafing, American Cancer Society Newsletter, *What's Up Atlanta*)
  - TV PSA's
  - Event Program
- Rotation of logo with other top sponsors silhouetted on Tabernacle wall day of show
- Inclusion of logo on Tabernacle Video Wall on day of show
- Text or logo presence in Concert2Cure Press Releases and Collateral Pieces
- Close collaboration on all publicity efforts
- Photo of 2 representatives with Headliner and ACS at Event for use in post event publicity

#### **Concert Privileges**

- Highly visible signage during Concert2Cure
- 10' x 10' Display Space during Concert2Cure
- 10 Concert2Cure Tickets and VIP Seating
- VIP Hospitality Room for 50 people

#### **Gift**

- A Special Commemorative Item signed by all artists participating in Concert2Cure

#### **Make History**

- 1st Right of Refusal for National Concert2Cure Sponsorship

### **PLATINUM \$5,000 DONATION**

#### **FEATURING - YOUR LOGO!**

- Logo Presence with Concert2Cure Materials
  - Web site
    - Presence on web site
    - Link to C2C home page
  - Compact Disc Back Cover
  - Event Program
- Inclusion of logo on Tabernacle Video Wall on day of show
- Text or logo presence in Concert2Cure Press Releases and Collateral Pieces

#### **Concert Privileges**

- Three Sign Placements at Concert2Cure Venue
- 10' x 10' Display Space during Concert2Cure
- 6 Concert2Cure Tickets
- VIP Hospitality Room

### **GOLD \$3,000 DONATION**

#### **INCLUDING - YOUR LOGO!**

- Logo Placement with Concert2Cure Materials
  - Web site
    - Presence on web site
    - Link to C2C home page
  - Compact Disc Back Cover
  - Event Program
- Inclusion of logo on Tabernacle Video Wall on day of show

#### **Concert Privileges**

- One Sign Placement at Concert2Cure Venue
- 10' x 10' Display Space during Concert2Cure
- 4 Concert2Cure Tickets

*\*Logo treatment is subject to printing deadlines.*