

Believe In Tomorrow Children's Foundation



SPONSORSHIP PACKAGES



Believe In Tomorrow Children's Foundation

30th Anniversary Celebration

In celebrating 30 successful years of Believe In Tomorrow's programs, we are offering multiple sponsorship packages for your business to be featured as a sponsor at both our **16th Annual Port to Fort 6k** in April 2012 and the **30th Annual Benefit and Auction** in fall 2012. *Individual event sponsorships are still available – please see page 3 for details.*

THE ANNUAL PORT TO FORT 6K RACE is a family-friendly, yet competitive running race featuring a patriotic flair and strong military presence, over 100 teams of runners and walkers, and a beautiful race course in downtown Baltimore, MD. The 2011 Port to Fort race boasted almost **3,000 participants** and **netted over \$140,000** for Believe In Tomorrow Children's Foundation.



THE 2012 ANNUAL BENEFIT AND AUCTION will celebrate 30 years that Believe In Tomorrow has served critically ill children and their families through its housing services and programs. This fantastic annual event is highlighted by an impressive silent auction, delicious dine-around with cuisine from Baltimore's top restaurants, and an overall heartfelt atmosphere as guests meet Believe In Tomorrow families and get a real sense of how the foundation supports critically ill children and their families. Last year's event **raised over \$70,000** through sponsorships and auction sales, with **over 500 guests** in attendance.



30th Anniversary Packages allow you to sponsor Believe In Tomorrow's largest events at a reduced rate:

30th Anniversary Pearl Sponsorship - \$10,000 (\$12,500 value)

- Recognized as a **Platinum Sponsor for Port to Fort** and **Silver Sponsor for Benefit & Auction**
OR
- Recognized as **Silver Sponsor for Port to Fort** and **Platinum Sponsor for Benefit & Auction**
All benefits included for both sponsorships (as listed on following pages)

30th Anniversary Emerald Sponsorship - \$7,500 (\$10,000 value)

- Recognized as **Gold Sponsor** for both **Port to Fort** and **Benefit & Auction**
All benefits included for both sponsorships (as listed on following pages)

30th Anniversary Diamond Sponsorship - \$5,000 (\$7,500 value)

- Recognized as **Gold Sponsor for Port to Fort** and **Silver Sponsor for Benefit & Auction**
OR
- Recognized as **Silver Sponsor for Port to Fort** and **Gold Sponsor for Benefit & Auction**
All benefits included for both sponsorships (as listed on following pages)

30th Anniversary Engagement Sponsorship - \$3,500

- Recognized as **Silver Sponsor for Port to Fort** and **Benefit & Auction**
All benefits included for both sponsorships (as listed on following pages)



16th Annual Port to Fort 6k

Sponsorship Opportunities

SUNDAY, APRIL 29, 2012

Title Sponsor - \$15,000

ADVERTISING:

- Any verbal or written mention of Port to Fort to be followed by business' name
- On-air mentions of business via media
- Use of official Port to Fort logo
- Inclusion in all press releases
- Recognition in monthly e-newsletters and e-blasts featuring Port to Fort
- Mentions on our Facebook fan page and Twitter feed

ON RACE DAY:

- Category exclusivity
- Choose or provide a race starter
- Assist in handing out race awards
- Business group photo
- Business logo displayed along race course as runners cross the finish line
- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 15 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- In color, on all 3,000 race bibs
- In color, on flyers and posters
- In color, linking to your business' home page from the Port to Fort website
- On the finish line sponsor banner
- On all mile marker signs
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party

Platinum Sponsor - \$10,000

ADVERTISING:

- Use of official Port to Fort logo
- Inclusion in all press releases
- Recognition in monthly e-newsletters and e-blasts featuring Port to Fort
- Mentions on our Facebook fan page and Twitter feed

ON RACE DAY:

- Business group photo
- Business logo displayed along race course as runners cross the finish line

- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 12 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- In color, on flyers and posters
- In color, linking to your business' home page from the Port to Fort website
- On the finish line sponsor banner
- On all mile marker signs
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party

Gold Sponsor - \$5,000

ADVERTISING:

- Use of official Port to Fort logo
- Inclusion in all press releases
- Recognition in monthly e-newsletters and e-blasts featuring Port to Fort
- Mentions on our Facebook fan page and Twitter feed

ON RACE DAY:

- Business group photo
- Business logo displayed along race course as runners cross the finish line
- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 10 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- In color, on flyers and posters
- In color, linking to your business' home page from the Port to Fort website
- On the finish line sponsor banner
- On all mile marker signs
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party

Silver Sponsor - \$2,500

ADVERTISING:

- Use of official Port to Fort logo
- Inclusion in all press releases
- Recognition in monthly e-newsletters and e-blasts featuring Port to Fort
- Mentions on our Facebook fan page and Twitter feed

ON RACE DAY:

- Business group photo
- Business logo displayed along race course as runners cross the finish line
- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 7 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- In B/W, on flyers and posters
- In B/W, linking to your business' home page from the Port to Fort website
- On the finish line sponsor banner
- On all mile marker signs
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party

Bronze Sponsor - \$1,000

ADVERTISING:

- Inclusion in all press releases
- Recognition in monthly e-blasts and e-newsletters about Port to Fort
- Mentions on our Facebook fan page and Twitter feed

ON RACE DAY:

- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 5 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- In B/W, on flyers and posters
- In B/W, linking to your business' home page from the Port to Fort website
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party

Water Stop Sponsors (2) - In Kind

Each Water Stop Sponsor agrees to provide:

- **2,000 bottles of water** for their water stop
- **a minimum of 6 volunteers** to staff the water stop

ADVERTISING:

- Mentions on our Facebook fan page and Twitter feed
- Recognition in monthly e-blasts and e-newsletters about Port to Fort

ON RACE DAY:

- Verbal sponsor recognition
- Company banner displayed at water stop
**provided by sponsor
- 3 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- On signage at your respective water stations
- On 3,000 race t-shirts
- On all sponsor boards at packet pickup and the post-race party
- In B/W, on flyers and posters
- In B/W, linking to your business' home page from the Port to Fort website

Official Sponsor - \$500

ADVERTISING:

- Recognition in monthly e-blasts and e-newsletters about Port to Fort

ON RACE DAY:

- Verbal sponsor recognition
- Signage at post-race party
- Exhibit space at post-race party to pass out goodies
- 2 complimentary race registrations and t-shirts

SEE YOUR LOGO:

- On all sponsor boards at packet pickup and the post-race party
- In B/W, on the Port to Fort website

30th Annual Benefit & Auction

Sponsorship Opportunities

NOV/OCT 2012 – DATE TBA

Platinum Sponsor - \$10,000

ADVERTISING:

- On-air mentions of business via media sponsor
- Company name included on all mailed invitations and tickets (approximately 2,000)
- Full-page color ad on inside cover of event program
- Inclusion in all Benefit and Auction press releases
- Mentions on our Facebook fan page and Twitter feed
- Recognition in monthly e-newsletters and e-blasts about the event

EVENT NIGHT:

- Title sponsor recognition
- 5 Parking vouchers
- 10 tickets to the event (1,000 value)
- Verbal sponsor recognition during the VIP Reception
- Verbal sponsor recognition during event

SEE YOUR LOGO:

- In all media advertising, including *The Baltimore Sun*
- On all attendee bidder cards
- On 40+ tv monitors throughout the room (highlighted via live camera feed)
- On the Benefit and Auction website, linking to sponsor's home page
- On all sponsor boards throughout the room
- Included on every table tent

Gold Sponsor - \$5,000

ADVERTISING:

- Full-page B/W ad in the event program
- Company name included on all mailed invitations and tickets (approximately 2,000)
- Inclusion in all Benefit and Auction press releases
- Mentions on our Facebook fan page and Twitter feed
- Recognition in monthly e-newsletters and e-blasts about the event

EVENT NIGHT:

- 8 tickets to the event (\$800 value)
- Verbal sponsor recognition during the VIP Reception
- Verbal sponsor recognition during event

SEE YOUR LOGO:

- On all attendee bidder cards
- On 40+ tv monitors throughout the room (highlighted via live camera feed)
- On the Benefit and Auction website, linking to sponsor's home page
- On all sponsor boards throughout the room
- Included on every table tent



Silver Sponsor - \$2,500

ADVERTISING:

- Half-page B/W ad in event program
- Inclusion in all Benefit and Auction press releases
- Mentions on our Facebook fan page and Twitter feed
- Recognition in monthly e-newsletters and e-blasts about the event

EVENT NIGHT:

- 5 tickets to the event (\$500 value)
- Verbal sponsor recognition during event

SEE YOUR LOGO:

- On 40+ tv monitors throughout the room (highlighted via live camera feed)
- On the Benefit and Auction website, linking to sponsor's home page
- On all sponsor boards throughout the room
- Included on every table tent

Full-Page Ad - \$1,000

Full-page black and white ad space in the 30th Anniversary Benefit and Auction program booklet. Dimensions: 4.75" x 7.75" (portrait). *Artwork must be camera-ready or a sharp, black and white laser printout.*
NO BUSINESS CARDS.

Half-Page Ad - \$500

Half-page black and white ad space in the 30th Anniversary Benefit and Auction program booklet. Dimensions: 4.75" x 3.75" (landscape). *Artwork must be camera-ready or a sharp, black and white laser printout.*
NO BUSINESS CARDS.



Graphic Guidelines

Your logo to be used for signage and/or shirts:

Please send your black and white logo electronically as a vector file (AI or EPS) to kduerling@believeintomorrow.org
Logos MUST be in this format or we cannot guarantee legibility or quality upon printing.

Your ad to be used in the program booklet:

All artwork must be camera-ready or a sharp, **black and white** laser printout. (NO BUSINESS CARDS). Artwork can be submitted electronically as an EPS, JPEG, TIF or PDF with a 300 minimum DPI.

Please send artwork to kduerling@believeintomorrow.org

- Full page ad: 4.5" x 7.5" live area (portrait)
- Half page ad: 4.5" x 3.5" live area (landscape)

Questions? For artwork related questions contact Kristen Duerling - kduerling@believeintomorrow.org

For sponsorship related questions contact Kate Sachs - ksachs@believeintomorrow.org

Event Sponsor Remittance Form

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE _____

PHONE _____

EMAIL _____

30TH ANNIVERSARY SPONSORSHIP

- Pearl Sponsor Pkg - \$10,000 Emerald Sponsor Pkg - \$7,500 Diamond Sponsor Pkg - \$5,000
 Engagement Sponsor Pkg - \$3,500 Additional Donation \$_____

Deadlines: Logo due immediately. Artwork for Benefit & Auction ad due by October 1, 2012.

Full Payment due by April 1, 2012.

16TH ANNUAL PORT TO FORT 6K SPONSORSHIP

- Title Sponsor - \$15,000 Platinum Sponsor - \$10,000 Gold Sponsor - \$5,000
 Silver Sponsor - \$2,500 Bronze Sponsor - \$1,000 Water Stop Sponsor (In Kind)
 Official Sponsor - \$500 Additional Donation \$_____

Deadlines: Logo due immediately. Full Payment due by April 1, 2012.

30TH ANNUAL BENEFIT & AUCTION SPONSORSHIP

- Platinum Sponsor - \$10,000 Gold Sponsor - \$5,000 Silver Sponsor - \$2,500
 Full-Page Ad - \$1,000 Half-Page Ad - \$500 Additional Donation \$_____

Deadlines: Logo and Artwork for Benefit & Auction ad due by October 1, 2012. Full Payment due by October 1, 2012.

Total Enclosed \$ _____

Additional Comments _____

Return To: Believe In Tomorrow Children's Foundation, Attn: Kate Sachs - 6601 Frederick Road, Baltimore, MD 21228