

# Lace'n It Up Sponsorships 2011

## Links for Life - Paint the Town Pink (PTTP) month



### **Emerald Sponsor - \$5,000**

#### **On/Off-Site Exposure:**

- Opportunity to display 3'x10' banner at two (2) Lace'n It Up event(s) (sponsor is responsible for providing banner)
- Recognition gift from Links for Life Sponsor
- Opportunity to set up a Display Table at the event(s).
- Recognition by Links for Life at a meeting / activity of your choice

#### **Recognition on Printed Materials:**

- Logo/Name will be included in the "Bakersfield Life" magazine Breast Cancer Survivor issue from The Bakersfield Californian. (circulation 80,000 published 4<sup>th</sup> Saturday in September) (size appropriate) **Commitment Due by August 31, 2011.**
- Name will be included in the thank you ad in The Bakersfield Californian (size appropriate)
- Logo / Name will be included on a sponsor thank you sign at all four (4) events. Downtown, Westside ( Park at River Walk), Eastside (Department of Public Health), & Tehachapi – New this year

#### **Media Exposure**

- Logo included on Links for Life website for the month of October (size appropriate)
- Name included on all media releases for the Lace'n It Up.

#### **Donor Recognition Program**

- As Emerald Sponsor of Lace'n It Up your individual or company name will be displayed on the Links for Life recognition wall.

### **Ruby Sponsor - \$2,500**

#### **On/Off-Site Exposure:**

- Opportunity to display 3'x10' banner at two (2) Lace'n It Up event(s) (sponsor is responsible for providing banner)
- Recognition gift from Links for Life Sponsor
- Recognition by Links for Life at a meeting / activity of your choice
- Logo / Name will be included on a sponsor thank you sign at all four (4) events. Downtown, Westside ( Park at River Walk), Eastside (Department of Public Health), & Tehachapi – New this year

#### **Recognition on Printed Materials:**

- Logo/Name will be included in the "Bakersfield Life" magazine Breast Cancer Survivor issue from The Bakersfield Californian. (circulation 80,000 published 4<sup>th</sup> Saturday in September) (size appropriate) **Commitment Due by August 31, 2011.**
- Name will be included in the thank you ad in The Bakersfield Californian (size appropriate)

#### **Media Exposure**

- Logo included on Links for Life website for the month of October (size appropriate)

#### **Donor Recognition Program**

- As Ruby Sponsor of Lace'n It Up your individual or company name will be displayed on the Links for Life recognition wall.

### **Opal Sponsor - \$1,000**

#### **On/Off-Site Exposure:**

- Name will be included on a sponsor thank you sign at the event(s)

#### **Recognition on Printed Materials:**

- Name will be included in the thank you ad in The Bakersfield Californian (size appropriate)

#### **Media Exposure**

- Name included on Links for Life website for the month of October (size appropriate)

### **Pearl Sponsor - \$500**

#### **Recognition:**

- Name will be included on a sponsor thank you sign at the event(s)
- Name will be included in the thank you ad in The Bakersfield Californian (size appropriate)

**Lace'n It Up event is part of the Links for Life Paint the Town Pink month of October**