

# Links for Life 2011 Paint the Town Pink (PTTP) October Sponsorship Opportunity



Sapphire Sponsor - \$10,000

## On/Off-Site Exposure:

- Opportunity to display 3'x10' banner at the fashion show (sponsor is responsible for providing banner)
- Recognition gift from Links for Life
- Opportunity to display 3'x10' banner at two (2) Lace'n It Up event(s) (sponsor is responsible for providing banner)
- Opportunity to set up a Display Table at Lace'n It Up
- Logo will be displayed on table tents showcasing sponsors at the PTTP fashion show (400+)
- Recognition by Links for Life at a meeting / activity of your choice
- Sponsor will receive one (1) table / 10 seats to the fashion show.
- Business will be lighted pink for the month of October (Light the Town Pink).

## Recognition on Printed Materials:

- Logo and/or 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.**
- Logo and/or name will be included in the thank you ad in The Bakersfield Californian (size appropriate)
- Logo included in fashion show program (400+)
- Logo included in October events NewsLink Newsletter distributed to Links for Life donors and volunteers (800+)

## Media Exposure

- Logo included on Links for Life website for the month of October
- Name included on all media releases (Fashion Show, & Lace'n It Up)

## Donor Recognition Program

- As a Sapphire sponsor of Paint the Town Pink your individual or company name will be displayed on the Links for Life recognition wall.

***The investment of this program is \$10,000***  
***Commitment due by August 31, 2011.***