

# DRAGONFLY DASH CONTRIBUTION LEVELS & BENEFITS

## EVENT DATE: OCTOBER 8, 2016

## SPONSORSHIP DEADLINE: AUGUST 31, 2016

Dragonfly Dash Contribution Levels/Benefits	Top Dog Co-Presenting Sponsor with Liberty Center (\$10,000*)	Champion Sponsor Level (\$5,000*)	Medalist Level (\$2,500)	On Your Mark Level (\$1,000)	Get Set Level (\$500)	Go Level (\$250)	Chillax Level (\$150)
The Liberty Center Foundation's Dragonfly Dash Presented by "XXXXX"	Yes						
Company officiates race and announces winners	X						
Logo listed in 28 digital directories at Liberty Center - in place up to 45 days prior (Approx reach is >60K unique impressions per week)	"presented by..."	"made possible by..."					
Logos included in flyers distributed weekly (starting 30 days prior) at Liberty Center's Story Time reading series at the Discovery Center (Approx reach is >500 impressions per week)	"presented by..."	"made possible by..."					
Tagged in event related social media posts	"presented by..."	"made possible by..."					
Opportunity to use The Dragonfly Foundation logo	Yes	Yes	Yes	Yes			
Logo on event posters	"presented by..."	"made possible by..."					
Link to company website from race site	Yes	Yes	Yes				
Recognition on 500 Race bibs	Logo	Logo	Name				
Display table at after party with product sampling	Yes	Yes	Yes	Yes			
Inclusion in Liberty Center's weekly email blast. 4 placements leading up to up to event date (Approx 25K unique impressions, not including shares and forwards)	Yes	Yes	Yes	Yes			
Inclusion in weekly social media flight plan with "Plan Your Event" announcement 30 days prior (Approx 30K unique impressions, not including shares and forwards)	Yes	Yes					

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Inclusion in tenant newsletter – “What’s Coming to Liberty Center...” Distributed on the 1st of every month. (Approx. 3,000 employee impressions)	Yes	Yes	Yes				
Flyers will be handed out at AC Marriott - placed in lobby as allowable (Approx. 12K impressions for 30 day period of placement)	“presented by...”	“made possible by...”					
Inclusion in Dragonfly’s email blast to 5,000+ email subscribers	Yes	Yes	Yes	Yes			
Complimentary race entries for corporate “race” team	20	10	5	5	5		
Banner at start of the race	Logo	Logo	Name	Name			
Company name/logo on after-party banner	Logo	Logo	Name	Name			
Company recognition on race website	Logo	Logo	Logo	Name	Name	Name	
Inclusion of sponsor’s promotional materials/items in swag bags	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company name/logo on humorous signage in and around race site					Logo	Logo	Name

Passport Participation by Liberty Center Stores, Restaurants & Vendors

Requirements:	Donate a percentage of proceeds, a \$100+raffle/auction item and display event fliers	Donate \$100+raffle/auction item and display event fliers	Donate auction item valued at \$50+ and display event fliers
Benefits:			
Name included in information on event website	Yes	No	No
Inclusion of promotional materials/items in swag bags	Yes	Yes	No
Inclusion in passport distributed to shoppers & race participants	Yes	Yes	Yes

Assumptions:

- All marketing will note Liberty Center Foundation as a key sponsor of the event – logo is attached.
- All logos for the event must be provided to Dragonfly no later than 65 days in advance for advance marketing efforts. (Dragonfly must submit to Liberty Center 60 days in advance.)
- Dragonfly will provide Liberty Center with all printed materials (flyers) for distribution.

\*Cash minimum equal to sponsor value

\*\* All booth and donated swag bag items must be pre-approved by The Dragonfly Foundation prior to race day.