Sponsorship Opportunities

	Title $50,000	VIP $15,000	Souvenir Cup $15,000	Stage $15,000	Children's Open $10,000	Lion $10,000	Manatee $5,000	Elephant $2,500	Penguin $1,000	Koala $500
Maximum sponsorships	2-Sold	1-Sold	1	1	1	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Marketing & Advertising Benefits										
Company logo included in the event logo	■									
Company name mentioned as part of event on all television and radio ads and PSAs	■									
Company logo included in the event logo on header of each page on the web site (www.chillyopen.org)	■									
Company logo included in the event logo featured in Columbus Dispatch advertisements, website, and coupons	■									
Company logo included in the event logo on Columbus Zoo & Aquarium Beastly Banner, website, and video board	■									
Company name included as "brought to you by" in any magazine articles	■									
Naming rights and signage privilege for given area		■		■	■					
Logo included on souvenir cup	■		■							
Company logo featured in Social Media Campaign	■	■		■						
Coordinated social media campaign (e.g., Facebook, Twitter)	■	■	■	■	■	■				
Company logo featured in Columbus Dispatch advertisements	■	■			■					
Company logo included with event logo printed on the admission tickets (6,000)	■	■	■	■	■	■				
Company logo featured on all marketing materials (brochures, posters)	■	■	■	■	■	■				
Company logo with link on web site (www.chillyopen.org)	■	■	■	■	■	■	■	■	■	
Company name listed on web site (www.chillyopen.org)										■
Company logo featured on video screens during the event (3,000 attendees)	■	■	■	■	■	■	■	■	■	
Company name featured on video screens during the event (3,000 attendees)										■
Corporate banner(s) displayed at the event (provided by sponsor-no larger than 3'x8')	6	3		3	3	1	1	1	1	
Event Benefits										
Complimentary admission tickets	50	24	24	24	24	20	10	8	6	4
Complimentary VIP passes	24	24	12	12	12	8	4	2		
Complimentary table in VIP pavilion	■	■								