

SUGAR CREEK SYMPHONY & SONG SPONSOR BENEFITS for the 2007 SEASON

SPONSORSHIP LEVEL

\$1,500 \$2,500 \$5,000 \$7,500 \$10,000 \$12,500 \$15,000 \$17,500 \$20,000

FESTIVAL BENEFITS

TICKETING

➤ Season tickets	2	2	2	2	2	2	2	2	2
➤ 20% discount on tickets	4	4	8	12	20	26	30	36	40
➤ Priority ticketing	✓	✓	✓	✓	✓	✓	✓	✓	✓

SPECIAL EVENTS

➤ Private event with artists	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Pass for 2 to dress rehearsal	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Tickets to Opening Night Reception	2	4	4	6	6	8	8	10	10

MARKETING OPPORTUNITIES

2007 FESTIVAL PROGRAM (2,000 COPIES)

➤ Your company logo on front cover	—	—	—	—	—	—	Logo	Logo	Logo
➤ Free advertising space	¼ pg B/W	¼ pg color	½ pg color	¾ pg color	1 pg color	1 pg color	1 pg color	1 pg color	1 pg color

2007 FESTIVAL BROCHURE (10,000 MINIMUM)

➤ Company name or logo on brochure cover ("Produced in part with the generous support of")	Name	Name	Name	Name	Logo (small)	Logo (small)	Logo (large)	Logo (large)	Logo (large)
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WEBSITE: SUGARCREEKFESTIVAL.ORG (MORE THAN 10,000 VISITORS EXPECTED IN 2007)

➤ Listed as a Preferred Vendor	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Link-through to your website	✓	✓	✓	✓	✓	✓	✓	✓	✓

SUGAR CREEK SYMPHONY & SONG NEWSLETTER (2,000 PER ISSUE AVERAGE, AT LEAST 3 ISSUES IN 2007)

➤ Company name or logo on cover	Name	Name	Name	Name	Logo (small)	Logo (small)	Logo (large)	Logo (large)	Logo (large)
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2007 FESTIVAL ADVERTISING CAMPAIGN (RADIO & PRINT IN WATSEKA, CHICAGO, KANKAKEE, CHAMPAIGN/CENTRAL ILLINOIS)

➤ Company listed in print ads	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Company may use "Proud sponsor of Sugar Creek Symphony & Song" in advertising	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Company named in rotating radio spots	—	—	✓	✓	✓	✓	✓	✓	✓

PR & MEDIA ATTENTION (PR CAMPAIGN IN WATSEKA, CHICAGO, KANKAKEE, CHAMPAIGN AND INDIANA)

➤ Company listed as sponsor in press releases	✓	✓	✓	✓	✓	✓	✓	✓	✓
➤ Company mentioned during radio/TV interviews	—	—	✓	✓	✓	✓	✓	✓	✓
➤ Company listed as preferred media contact	✓	✓	✓	✓	✓	✓	✓	✓	✓

QUESTIONS? Contact John Whitman, Executive Director, at john@sugarcreekfestival.org, at 815.432.1111, or at 917.304.7015.