



PBJ Connections Helping Horses Help Kids Trick-or-Treat Reception

When: October 29, 2010; 6 p.m. - 9 p.m.

Where: The Loft at Smith Brothers

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$5,000	Benefits
	Reserved seating: Table for 10
	Opportunity for company representative to speak during program
	Logo on invitation
	Logo with link on each page of auction website and event webpage
	Logo and/or name on all print, broadcast and electronic promotional materials and advertising, including posters, event webpage, auction website, e-communications, emails, psa's, etc. (subject to print deadlines)
	Logo on event signage
	Minimum six (6) live mentions during event
	Full page advertisement on outside cover of event program
	Logo and recognition on the PBJ Connections website and newsletter
	LIMIT 1 (cash donation)
Auction Sponsor \$3,000	Reserved seating: Table for 10
	Opportunity for company representative to participate in auction announcements
	Sponsorship rights to online auction and event auctions
	Logo and link on auction website and event webpage
	Name listed as auction sponsor on all promotional materials and advertising (subject to print deadlines)
	Name listed as auction sponsor on invitation (subject to print deadline)
	Logo on event auction signage
	Minimum five (5) live mentions during event
	Full-page advertisement on inside cover of event program
	Recognition on the PBJ Connections website and newsletter
LIMIT 1 (cash donation)	
Raffle Sponsor \$2,000	Choice of: Reserved seating for 6 (upgrade to table for 10 only \$200), or General Admission for 10
	Name listed as raffle sponsor on all promotional materials (subject to print deadlines)
	Logo on event raffle signage
	Minimum four (4) live mentions during event
	Half-page advertisement inside event program
	Logo and name listed in event program as raffle sponsor
	Recognition on the PBJ Connections website and newsletter
LIMIT 1 (cash or in-kind)	

For more information on PBJ Connections and/or the Helping Horses Help Kids Trick-or-Treat Reception, contact Kelly Galindo, Development Director at (614) 306-0169 or kellyg@pbjconnections.org.

SPONSORSHIP OPPORTUNITIES, continued

"Candy" Bar Sponsor \$1,500	Benefits
	Choice of: Reserved seating for 6 (upgrade to table for 10 only \$200), or General Admission for 10
	Logo on bar signage
	Minimum three (3) live mentions during event
	Half-page advertisement inside event program
	Logo and name listed in event program as "Candy" Bar Sponsor
	Recognition on the PBJ Connections website and newsletter
	LIMIT 1 (cash or donation of alcohol)
Entertainment Sponsor \$1,000	Choice of: Reserved seating for 4 (upgrade to table for 10 only \$350), or General Admission for 10
	Logo on event signage
	Minimum three (3) live mentions during event
	Half-page advertisement inside event program
	Logo and name listed in event program as entertainment sponsor
	Recognition on the PBJ Connections website and newsletter
	LIMIT 1 (cash or donation of services)
	Peanut Butter/Jelly Display Sponsor \$750
Logo on Peanut Butter/Jelly display table (featuring gourmet toasted nut and jelly sandwiches)	
Minimum two (2) live mentions during event	
Name listed in event program as Peanut Butter/Jelly Display sponsor	
Half-page advertisement inside event program	
Recognition on the PBJ Connections website and newsletter	
LIMIT 1 (cash donation)	
Dessert Table Sponsor \$750	
	Logo on dessert display table
	Minimum two (2) live mentions during event
	Business card size advertisement in event program
	Name listed as dessert table sponsor in event program
	Recognition on the PBJ Connections website and newsletter
	LIMIT 1 (cash donation)

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SPONSORSHIP OPPORTUNITIES, continued

	Benefits
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Premium Trick-or-Treat Sponsor	\$500	Choice of: Reserved seating for 2 (upgrade to table for 10 only \$500), or General Admission for 4
		Logo on Trick-or-Treat Stop Table
		Minimum two (2) live mentions during event
		Business card size advertisement inside event program
		Name listed in event program as trick-or-treat sponsor
		Recognition on the PBJ Connections website and newsletter
		NO LIMIT (cash donation)
Trick-or- Treat Sponsor	\$250	General admittance tickets for 2
		Logo on Trick-or-Treat Stop Table
		Minimum two (2) live mentions during event
		Business card size advertisement inside event program
		Name listed in event program as trick-or-treat sponsor
		Recognition on the PBJ Connections website and newsletter
		NO LIMIT (cash or in-kind)
Auction Donor		Detailed listing of auction item with donor name listed on auction website
		Detailed listing of auction item with donor name in event program
		Auction item with donor name on bid sheet on auction table
		Special mention(s) for featured or popular items
		Minimum one (1) live mention during event
		Recognition on the PBJ Connections website and newsletter
		Other benefits may be offered dependent on value of donated item(s)
NO LIMIT (in-kind)		
Gift Horse other special gifts		Name listed in event program
		Minimum one (1) live mention during event
		Recognition on the PBJ Connections website and newsletter
		Other benefits may be offered dependent on value of donated item(s)
		NO LIMIT (cash or in-kind)

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