



ad club of connecticut

## 2007-2008 YEAR-LONG SPONSOR PACKAGE INFO

### 2007-2008 Sponsor Package Advertising Rates

Get ready for an epic year! The Ad Club is in the process of putting together its 2007-2008 Season. Founded in 1913, this is the 95th anniversary of the Advertising Club of Connecticut. Moreover, this coming May, we'll recognize the very best of Connecticut advertising at our 54th Annual Award Show.

**SIGN UP NOW!** Insure yourself advertising success by purchasing a year's worth of advertising space using one of our **YEAR-LONG SPONSOR PACKAGES**. If interested in a package, please fill out the reservation form at the end of this document and fax back to the Ad Club of CT offices.

We are looking for **TRADES FOR SPONSORSHIP** in the following areas:

- Printing
- Website Production (*working with Transcendigital*)
- Mailing Services
- Design Services
- Giveaways
- Radio/Television Spot Donations
- Signage/Banners
- Magazine & Newspaper Space
- Donations toward hiring Speakers, Educators
- Paper Donations
- Cash Sponsorships

### ADVERTISING & SPONSOR OPPORTUNITIES:

#### **PREMIER SPONSOR(S):**

**\$6,640 Members Only**

**Limit of 3 Premier Sponsors**

Transcendigital Ltd., Cierant Corp., \_\_\_\_\_

#### **Member Directory** (Value of \$250) -

Premier Sponsor #1 – Transcendigital - Inside Front Cover – 4-color full page ad

Premier Sponsor #2 – Cierant - Outside Back Cover – 4-color full page ad

#### **Award Show Book** (Value of \$250) -

Premier Sponsor #1 – Transcendigital - Inside Back Cover – 4-color full page ad

Premier Sponsor #2 – Cierant - Inside Front Cover – 4-color full page ad

#### **Website Banner Ad** (Value of \$1,500) -

Logo on the Ad Club Website Home Page for 12 Months with link to your existing website

#### **Premier Sponsorship Logo Representation** (Value of \$2,250)

on E-Mails and E-Mail Newsletters (Minimum of 30 E-Mails and 2 Newsletters)

#### **E-article in one of the Ad Club Newsletters** (Value of \$750)

An article on your firm – one paragraph in e-mail newsletter with link to remainder of article on the Ad Club Website – along with a link to your website in article. Up to 3 photos included in layout (photos to be provided by Sponsor).

#### **Display Boards and Signage Logo Representation at the following Events** (Value of \$1,000):

- 2 Educational Seminars
- 54th Annual Award Show
- Annual Charity Auction
- Holiday Party
- Annual Out-of-Home Competition
- Annual Charity Golf Tournament (TBD)
- 2 Networking Events

#### **Display Table at Two Events** (Value of \$400)

Choose from one of the Educational Seminars, the Golf Tournament, Out-of-Home Competition, or the Charity Auction to present your Company's information

#### **Two (2) Tickets to one of the Educational Seminars PLUS Two (2) Tickets to the 53rd Annual Award Show**

(Value of \$240+)

#### **Verbal Recognition at all Events**

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**FOR MORE INFO, PLEASE CONTACT: SANDI BRANGIERO, MARKETING DIRECTOR,  
THE AD CLUB OF CONNECTICUT,**

Phone: 860-295-0106

E-Mail: [slbdesign@earthlink.net](mailto:slbdesign@earthlink.net)



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## 2007-2008 YEAR-LONG SPONSOR PACKAGE INFO

**PLATINUM SPONSOR:**  
**\$4,920 Members Only.**

**Limit of 4 Platinum Sponsors**  
Lithographics, \_\_\_\_\_,  
\_\_\_\_\_ and \_\_\_\_\_

**Member Directory** (Value of \$250) -

- Platinum Sponsor #1 - Inside Back Cover – 4-color full page ad
- Platinum Sponsor #2 - 2 Page Centerspread – B&W ad
- Platinum Sponsor #3 - 2 Page Spread – B&W ad
- Platinum Sponsor #4 - 2 Page Spread – B&W ad

**Award Show Book** (Value of \$250) -

- Platinum Sponsor #1 - 2 Page Spread – B&W ad
- Platinum Sponsor #2 - 2 Page Spread – B&W ad
- Platinum Sponsor #3 - 2 Page Spread – B&W ad
- Platinum Sponsor #4 - 2 Page Spread – B&W ad

**Website Banner Ad** (Value of \$1,200) -

- Logo on the Ad Club Website Home Page for 12 Months with link to your existing website.
- Logo will “rotate” in the Platinum Sponsor Box with the other Platinum Sponsors.

**Platinum Sponsorship Logo Representation** (Value of \$1,700)

- on E-Mails and E-Mail Newsletters (Minimum of 30 E-Mails and 2 Newsletters)

**E-article in one of the Ad Club Newsletters** (Value of \$350)

- An article on your firm – one paragraph in e-mail newsletter with link to your website for remainder of article.

**Display Boards and Signage Logo Representation at the following Events** (Value of \$800):

- 2 Educational Seminars
- 54th Annual Award Show
- Annual Charity Auction
- Holiday Party
- Annual Out-of-Home Competition
- Annual Charity Golf Tournament (TBD)
- 2 Networking Events

**Display Table at One Event** (Value of \$200)

- Choose from one of the Educational Seminars, the Golf Tournament, Out-of-Home Competition, or the Charity Auction to present your Company’s information

**Two (2) Tickets to the 53rd Annual Award Show**

(Value of \$170+)

**Verbal Recognition at all Events**

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## 2007-2008 YEAR-LONG SPONSOR PACKAGE INFO

**GOLD SPONSOR:**  
**\$3,150 Members Only.**

**Limit of 6 Gold Sponsors**

Hartford Business Journal, Connecticut Business Magazine,  
R2 Graphics, Caserta Design and \_\_\_\_\_ and \_\_\_\_\_

**Member Directory** (Value of \$250) -

Gold Sponsor #1 thru 4 - 2 Page – B&W ad

**Award Show Book** (Value of \$150) -

Gold Sponsor #1 thru 4 - 1 Page Spread – B&W ad

**Website Banner Ad** (Value of \$900) -

Logo on the Ad Club Website Home Page for 12 Months with link to your existing website.

Logo will “rotate” in the Gold Sponsor Box with the other Gold Sponsors.

**Gold Sponsorship Logo Representation** (Value of \$1,250)

on E-Mails and E-Mail Newsletters (Minimum of 30 E-Mails and 2 Newsletters)

**Display Boards and Signage Logo Representation at the following Events** (Value of \$600):

- 2 Educational Seminars
- 54th Annual Award Show
- Annual Charity Auction
- Holiday Party
- Annual Out-of-Home Competition
- Annual Charity Golf Tournament (TBD)
- 2 Networking Events

**Verbal Recognition at all Events**

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**SILVER SPONSOR:**  
**\$2,425 Members Only.**

**Limit of 8 Silver Sponsors**

Promo Marketing, J C Otto Printing, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

**Member Directory** (Value of \$150) -

Silver Sponsor #1 thru 6 - 1 Page – B&W ad

**Award Show Book** (Value of \$150) -

Silver Sponsor #1 thru 6 - 1 Page – B&W ad

**Website Banner Ad** (Value of \$750) -

Logo on the Ad Club Website Home Page for 12 Months (no link to other website).

Logo will “rotate” in the Silver Sponsor Box with the other Silver Sponsors.

**Silver Sponsorship Logo Representation** (Value of \$975)

on E-Mails and E-Mail Newsletters (Minimum of 30 E-Mails and 2 Newsletters)

**Display Boards and Signage Logo Representation at the following Events** (Value of \$400):

- 2 Educational Seminars
- 54th Annual Award Show
- Annual Charity Auction
- Holiday Party
- Annual Out-of-Home Competition
- Annual Charity Golf Tournament (TBD)
- 2 Networking Events

**Verbal Recognition at all Events**

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**E-Mail: [slbdesign@earthlink.net](mailto:slbdesign@earthlink.net)**



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## 2007-2008 YEAR-LONG SPONSOR PACKAGE INFO

**BRONZE SPONSOR:**  
**\$1,800 Members Only.**

**Unlimited Sponsor Packages**  
Jeff Sobiech/Daley Photography Studio, Tom Kutz Photography,  
tbd

**Member Directory** (Value of \$100) -

1/2 Page – B&W ad

**Award Show Book** (Value of \$100) -

1/2 Page – B&W ad

**Website Banner Ad** (Value of \$600) -

Logo on the Ad Club Website Home Page for 12 Months (no link to other website).

Logo will “rotate” in the Bronze Sponsor Box with the other Bronze Sponsors.

**Silver Sponsorship Logo Representation** (Value of \$750)

on E-Mails and E-Mail Newsletters (Minimum of 30 E-Mails and 2 Newsletters)

**Display Boards and Signage Logo Representation at the following Events** (Value of \$250):

- 2 Educational Seminars
- 53rd Annual Award Show
- Annual Charity Auction
- Holiday Party
- Annual Out-of-Home Competition
- Annual Charity Golf Tournament (TBD)
- 2 Networking Events

**Verbal Recognition at all Events**

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### ADVERTISING SPECIFICATIONS:

*For Advertising Specifications, please go to [www.adclubct.org](http://www.adclubct.org)  
and download “2007-08\_Ad\_Specifications.pdf”.*

**If you are interested in becoming a sponsor for a single  
Advertising Club of Connecticut Event, please contact:  
Jackie Farnham at [info@adclubct.org](mailto:info@adclubct.org)  
or call: 860-721-7400**

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## 2007-2008 YEAR-LONG SPONSOR PACKAGE INFO

### **SPONSOR PACKAGE RESERVATION FORM:**

All **YEAR-LONG SPONSOR PACKAGES** are offered on a first come, first serve basis. Please fill in the following information and mail to below address, or fax to below number:

|                  |  |
|------------------|--|
| Name:            |  |
| Company Name:    |  |
| Billing Address: |  |
|                  |  |
| Billing Contact: |  |
| Phone:           |  |
| FAX:             |  |
| E-Mail Address:  |  |

Please indicate the Sponsor Package you wish to purchase/trade for:

|   |           |
|---|-----------|
| <b>Premier Packages</b>                               | SOLD OUT! |
| <b>Platinum Packages - 4 Available</b>                |           |
| <b>Gold Packages - 2 Sold / 2 Available</b>           |           |
| <b>Silver Packages - 1 Sold / 5 Sold</b>              |           |
| <b>Bronze Packages - 2 Sold / Unlimited Available</b> |           |
| <b>Other: (please specify)</b>                        |           |

Member Directory Deadlines: TBD

Award Show Deadlines: TBD

***Please Note: When choosing a Sponsorship Package, the ad size is the same in both of the books.***

### **PLEASE MAIL/FAX THIS FORM TO:**

The Advertising Club of CT, 95 West Street, Rocky Hill, CT 06067

Fax: 860-721-7406 (AD CLUB OFFICES)

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