



ad club *of* connecticut

## 2010-2011 SPONSOR PACKAGE PROGRAMS

### **SPONSORSHIP OPPORTUNITIES:**

Raise the profile of your company with customers and prospects by sponsoring the Advertising Club of Connecticut. Be seen by **thousands** of new business prospects, industry peers and new hires. The Ad Club of Connecticut still has advertising opportunities for those interested in becoming a Sponsor.

Sponsorship offers many benefits including:

- Communicating directly with decision makers in the Connecticut market
- Display your company's logo at all Ad Club events
- Your company logo on the Ad Club's website, with a link back to your website
- Recognition at welcoming speeches for events – particularly the annual Awards Show
- Your company logo on all Ad Club's broadcast e-mails and e-newsletters, with a link to your website

Your sponsorship also helps the Ad Club achieve its mission of providing educational and professional development opportunities to Connecticut's advertising and communications community. It also benefits the Connecticut Children's Medical Center. The club offers many ways for companies to generate awareness with our members.

**SIGN UP NOW!** Insure yourself advertising success by purchasing one of our **SPONSOR PACKAGE PROGRAMS**. If interested in a package, please fill out the reservation form at the end of this document and mail back to the Ad Club of CT offices – or call:

Sandra Brangiero, Executive Director, The Advertising Club of CT – 860-295-8929

Gina Munson, Sponsorship Chairperson, The Advertising Club of Connecticut – 860-714-5776

### **2010-2011 SPONSOR PACKAGE PROGRAMS:**

We offer a multiple levels of packages in three different areas: Trade Sponsorships, Event Sponsorships, and Cash Sponsorships.

- Trade Sponsorships are a Trade for Services and are for a full year – with five different levels of Trade Sponsorship offered.
- Event Sponsorships may be a Trade for Services or a Cash Sponsorship and are limited to one Event. Event Sponsorships are an economical way to show your support of the Ad Club CT.
- Cash Sponsorships are available at three different levels – and again, are for a full year.

If you are interested in becoming a sponsor please contact:

Sandi Brangiero, Executive Director, The Ad Club of Connecticut, PO Box 298, Marlborough, CT 06447

T: 860.295.8929 / EM: [admin@adclubct.org](mailto:admin@adclubct.org)

or Gina Munson, Sponsorship Chairperson at: T: 860.714.5776 / EM: [gmunson@adclubct.org](mailto:gmunson@adclubct.org)



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## 2010-2011 SPONSOR PACKAGE PROGRAMS

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### **TRADE SPONSORSHIPS:**

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

- Printing
- Magazine & Newspaper Space
- Mailing Services
- Design Services
- Radio/Television Spot Donations
- Signage/Banners
- Donations toward hiring Speakers, Educators
- Paper Donations
- Giveaways
- Cash Sponsorships

Our Trade Sponsorship Package Levels include:

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

Value of \$7,350+

Please call to discuss Premier Sponsors  
*iGrafix, Hartford Business Journal*

With our minimum value of \$7,350 your Premier Package will include everything you see in the Premier Package, plus:

- Enhanced Award Show Book and Member Directory Advertising – 4-Color
- Enhanced Website Banner Advertising with link to your website
- Premier Sponsor Logo Representation in our broadcast emails and e-newsletters
- Verbal Recognition at all Events (except networking)
- Enhanced Logo Representation at Events

It may also include:

- Display Table at Two Events
- E-article in one of the Ad Club Broadcast Emails
- Tickets to Ad Club Events
- Signage Representation at Events (banners/signage provided by Sponsor)
- Membership to The Advertising Club of Connecticut (up to a Group 3 to 5 person Membership)
- Use of Ad Club CT mail list (labels provided/limited usage)
- Potential email opportunities
- Your Events posted on the Ad Club CT website Calendar of Events
- Additional Leadership Spotlight

**Please call to discuss:**

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## 2010-2011 SPONSOR PACKAGE PROGRAMS

### **PLATINUM TRADE SPONSOR(S):**

Value of \$5,860

**Limit of 6 Platinum Sponsors**

*Alden HD, Dillon Mailing, Fathom, Integrity Graphics,  
MetroHartford Alliance  
1 more still available*

#### **Award Show Book (Value of \$300):**

- Platinum Sponsor – 2 Page Spread – B&W ad

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

- Logo on 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 \$2,860):**

- On E-Mails (Approx. 50 E-Mails going out to over 2200 individuals) – with link to your website

#### **E-article in one of the Ad Club Broadcast Emails (Value of \$350):**

- An article on your organization – 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 \$300):**

- 57th Annual Award Show

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

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

#### **Two (2) Tickets to the 57th Annual Award Show (Value of \$150)**

#### **Verbal Recognition at all Events (Estimated by attendance at \$500)**

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### **GOLD TRADE SPONSOR(S):**

Value of \$4,165

**Limit of 8 Gold Sponsors**

*Caserta Design, R2 Graphics,  
Transcendigital, Opportunity still available*

#### **Award Show Book (Value of \$175):**

- Gold Sponsor – 1 Page Spread – B&W ad

#### **Website Banner Ad (Value of \$900):**

- Logo on 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 \$2,340)**

- On E-Mails (Approx. 50 E-Mails going out to over 2200 individuals) – with link to your website

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

- 57th Annual Award Show

#### **Verbal Recognition at all Events (Estimated by attendance at \$500)**

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### **SILVER TRADE SPONSOR(S):**

Value of \$3,025

**Limit of 10 Silver Sponsors**

*The Connecticut Shirtman, Opportunity still available*

**Award Show Book** (Value of \$175):

- Silver Sponsor – 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 websites).  
Logo will “rotate” in the Silver Sponsor Box with the other Silver Sponsors.

**Silver Sponsorship Logo Representation** (Value of \$1,400):

- On E-Mails (Approx. 50 E-Mails going out to over 2200 individuals) – with link to your website

**Display Boards and Signage Logo Representation at the following Events** (Value of \$200):

- 57th Annual Award Show

**Verbal Recognition at all Events** (Estimated by attendance at \$500)

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### **BRONZE TRADE SPONSOR(S):**

\$2,625

**Unlimited Sponsor Packages**

*Jeff Sobiech/Daley Photography Studio, Tom Kutz Photography,  
Liberty Mutual Insurance of Glastonbury ...*

**Award Show Book** (Value of \$125):

- Bronze Sponsor – 1/2 Page – B&W ad

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

- Logo on 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.

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

- On E-Mails (Approx. 50 E-Mails going out to over 2200 individuals) – with link to your website

**Display Boards and Signage Logo Representation at the following Events** (Value of \$150):

- 57th Annual Award Show

**Verbal Recognition at all Events** (Estimated by attendance at \$500)

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## 2010-2011 SPONSOR PACKAGE PROGRAMS

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### **CASH SPONSORSHIP OPPORTUNITIES:**

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The Ad Club CT is also offering Cash Sponsorship Packages to our members. These are the following options for Cash Sponsorship Opportunities for the Ad Club of Connecticut's 2010-2011 Season.

Options for Advertising Club of Connecticut Cash Sponsorship:

#### **PREMIER CASH SPONSOR** Value of \$1,800

Company Name logo on Ad Club's website with a link to company website, Facebook and Linked In group. Logo shown on the following:

- Direct mail marketing piece
- E-mail marketing to members and affiliate organization (approximately 2,000 individuals)
- Verbal recognition
- Photo in post event photo gallery
- Event attendee list available (mailing label format)
- Member Directory Ad (value \$300) Full page B & W Ad / Award Show Book Ad (value of \$300) Full page B & W ad.
- Three Tickets to various events (to be used 1 ticket per event) throughout the Ad Club season (\$175 value)

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#### **GOLD CASH SPONSOR** Value of \$1,200

Company Name logo on Ad Club's website with a link to company website, Facebook and Linked In group. Logo shown on the following:

- Direct mail marketing piece
- E-mail marketing to members and affiliate organization (approximately 2,000 individuals)
- Verbal recognition
- Photo in post event photo gallery
- Event attendee list available (mailing label format)
- Two Tickets to various events (to be used 1 ticket per event) throughout the Ad Club season (\$175 value)

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#### **SILVER CASH SPONSOR** Value of \$750

Company Name logo on Ad Club's website with a link to company website, Facebook and Linked In group. Logo shown on the following:

- Direct mail marketing piece
  - E-mail marketing to members and affiliate organization (approximately 2,000 individuals)
  - Verbal recognition
- 

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## 2010-2011 SPONSOR PACKAGE PROGRAMS

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### **EVENT SPONSORSHIP OPPORTUNITIES:**

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The Ad Club CT also offers Event Sponsorship Packages to our members. Event Sponsorships may be a Trade for Services or a Cash Sponsorship and are limited to one Event. Event Sponsorships are an economical way to show your support of the Ad Club CT.

We host several educational, networking, and charity events. Here are some of the annual events available for event sponsorship:

- 57<sup>th</sup> Annual Award Show – May, 10, 2011
- Annual Kick-Off Event – September 2011
- Annual Charity Auction – October, 2011
- Educational /Professional Seminars – Fall, 2011
- Holiday Party – December 2011
- Out of Home Competition – February 2012
- Educational /Professional Seminars – Spring 2012

Raise the profile of your company with customers and prospects by sponsoring the Advertising Club of Connecticut.

Event Sponsorship benefits include:

- Communicating directly with Connecticut market decision makers
- Display your company's logo at all Ad Club events
- Your company logo on Ad Club's website
- Your company logo on all Ad Club e-marketing campaigns

**Please call to discuss:**

Sandra Brangiero, Executive Director, The Advertising Club of CT – 860-295-8929

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

ALL SPONSOR PACKAGES are offered on a first come, first serve basis.

### **ADVERTISING SPECIFICATIONS:**

For Advertising Specifications, please go to: <http://www.adclubct.org/advertising/adrates>

Then, go to: "Click here to Download our 2010-11 Advertising Information, including Rates & Specs (pdf)"

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 Type & Level of Sponsor Package you wish to purchase/trade. And if for an Event Sponsorship, please indicate the Event you wish to sponsor:

TRADE SPONSOR PACKAGES:	
Premier Trade Sponsor Package	
Platinum Trade Sponsor Package	
Gold Trade Sponsor Package	
Silver Trade Sponsor Package	
Bronze Trade Sponsor Package	
CASH SPONSOR PACKAGES:	
Premier Cash Sponsor Package	
Gold Cash Sponsor Package	
Silver Cash Sponsor Package	
EVENT SPONSORSHIP	
57 <sup>th</sup> Annual Award Show – May 10, 2011	
Kick Off Event – September 2011	
Annual Charity Auction – October 2011	
Fall Professional/Educational Seminar – November 2011	
Holiday Party – December 2011	
Out of Home Competition – February 2012	
Spring Professional/Educational Seminar – April 2012	
Other: (please advise)	

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

### **PLEASE MAIL (OR EMAIL) FORM TO:**

Sandra L. Brangiero, Executive Director, The Advertising Club of Connecticut at the address below.

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