

# Niagara Track & Field Hall of Fame

## 2017 Sponsorship Program Overview

Includes our Awards Banquet

Count	Benefits Amount (Cash and /or Goods and services in kind)	Presenting \$5000	Platinum \$1000	Gold \$500	Silver \$250	Bronze \$100
1.	Advertisement in Awards Banquet Program	Center Spread	Back Cover for first (Full page if more than one)	Inside Cover for first two (Full page if more than two)	Full page	Half page
2.	Banner Ad on website with link to sponsor website until 01 June 2018	468 x 60 full banner ad (Above the fold)	120 x 300 Skyscraper ad (Vertical)	234 x 60 half banner ad (Below the fold)	None	None
3.	Name / Logo on website with link to sponsor website until 01 June 2018	No	No	No	Yes	Yes
4.	Name on website	No	No	No	No	No
5.	Podium Mention at Awards Banquet	Yes	Yes	No	No	No
6.	Logo on Awards Banquet Poster	Yes	Yes	Yes	No	No
7.	Logo in Awards Banquet Advertisements	Yes	Yes	Yes	No	No
8.	Logo on Awards Banquet Press Releases	Yes	Yes	Yes	No	No
9.	Banner at Awards Banquet	Yes (No larger than 4 feet x 4 feet)	No	No	No	No
10.	Poster at Awards Banquet	No	Yes	Yes	No	No
11.	Tickets to Awards Banquet (September 9, 2017)	Full Table (10 tickets)	Four tickets	Two tickets	One ticket	None
12.	Photo Opportunity with HoF Inductees / other honorees	Yes / Possibly	Yes / Possibly	Yes / Possibly	No	No

- **Note:** The Niagara Track & Field Hall of Fame is an I.R.S. 501(c)(3) Not-for-profit entity. A thank you letter will be sent detailing the amount of the contribution that is tax deductible and the value of any goods or services that were received for the sponsorship.
- The awards banquet will be held Radisson – Rochester Airport in Rochester, New York on Saturday, 09 September 2017.
- See advertising rate card for advertisement requirements.
  - All printed advertisements will be provided by the sponsor and must be camera ready.
  - All banner advertisements for the website will be provided by the sponsor and must meet the specified dimensions.
- Logos provided must have resolution of 300 DPI or higher to ensure quality results when printed.
- Logos for Silver and Bronze Sponsors may be displayed at no larger than 100 pixels high x 100 pixels wide on website.
- Logos for Presenting, Corporate, and Gold level sponsors may be displayed at up to 1” high by 1” wide in press releases and on awards banquet display advertisements.
- Banners and posters are to be provided by the sponsors.