

2012

# The Ada Jenkins Center ICE GALA

## Presenting Sponsor \$15,000

- Industry Exclusivity with top billing in promotional materials and event signage
  - Print ad in Citizen as post event thank you
  - Company representative on MI-Connection commercial shown on 39 channels pre-event with 9.6 million potential views
  - Inclusion in press release, fliers and e-mail blasts
- Top billing on ICE web page with hyperlink
- Logo on swag bag
- Logo on cocktail napkins
- Logo on table centerpieces or table tents
- Private VIP Room adjacent to main room provided to Presenting sponsor to exclusively entertain clients and prospects.
- Car service provided to and from the event
- Exhibit table provided for presenting sponsors marketing collateral
- Social media coverage on Facebook and Twitter pre and post event. Post event coverage will run for 12 months (provide content and it will be posted on Facebook and Twitter)
- Full page ad in the event program given to all 300 attendees (this can be combined with editorial content within the full page)
- Opportunity to speak from the podium as event sponsor (3 minutes for sponsor to speak)
- Presentation of commemorative plaque at VIP sponsor reception
- Eight tickets to VIP Sponsor Reception
- Check presentation
- Logo on Auction Paddle that is held up for every live auction item
- Sixteen Gala Tickets



*Opening the Doors to Opportunity*

2012

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## Diamond Sponsor \$10,000

- Second billing in promotional materials and event signage
  - Print ad in Citizen as post event thank you
  - Logo on MI-Connection commercial shown on 39 channels pre-event with 9.6 million potential views
  - Inclusion in press release, fliers and email blasts
- Second billing on ICE web page with hyperlink
- Car service provided to and from the event
- Exhibit table provided for marketing collateral
- Logo on cocktail napkins with Presenting Sponsor
- Social media coverage on Facebook and Twitter pre and post event.
- Half page ad in event program given to all 300 attendees
- Recognition from the podium as event sponsor (by event chair)
- Presentation of commemorative plaque at VIP sponsor reception
- Four tickets to Sponsor reception
- Ten Gala Tickets



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A graphic in the top left corner consisting of three overlapping circles in shades of blue, with the year '2012' centered in the largest, darkest blue circle.

2012

# The Ada Jenkins Center ICE GALA

## Platinum Sponsor \$5,000

- Inclusion in press release
- Logo in Citizen thank you ad, fliers and email blasts
- Logo on web page for ICE with hyperlink
- Logo on select event signage
- Gift/marketing material can be included in swag bag
- Social media coverage on Facebook and Twitter pre and post event
- Recognized from the podium as an event sponsor
- Presentation of commemorative plaque at the Sponsor Reception
- ¼ Page Ad in Program
- Two tickets to Sponsor reception
- Eight Gala Tickets



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# The Ada Jenkins Center ICE GALA

## Silver Sponsor \$2,500

- Acknowledgement in Citizen thank you ad (no logo)
- Acknowledgement in program with list of other \$2,500 sponsors
- Acknowledgement on web page for ICE
- Acknowledgement on select event signage
- Social media coverage on Facebook and Twitter pre event
- Recognition as an event sponsor at the Sponsor Reception
- Gift/marketing material included in swag bag
- Two Gala Tickets



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A graphic in the top left corner consisting of three overlapping circles in shades of blue, with the year '2012' centered in the innermost circle.

2012

# The Ada Jenkins Center ICE GALA

## Individual Sponsor \$1,000

- Name recognition in program
- Two Gala Tickets
- Acknowledgment on ICE Web Page