

Sponsorship Levels

ECHO Sponsor \$25,000

- All benefits listed below for choice of two exhibits
- Free weeknight corporate reception at ECHO with a guest speaker (if desired)

Exhibit Sponsor \$15,000

- All benefits listed below are exclusive to sponsoring organization
- On an exterior banner promoting exhibit to Waterfront traffic/visitors

Preferred Sponsor \$7,500

- All benefits listed below, plus
- WPTZ/WNNE TV Spot: 30 second *paid and* promotional announcements throughout the exhibit
- Company representative has speaking role at exhibit opening event/reception
- Logo on the plasma screen activity screen in ECHO's lobby.
- 50% discount on corporate reception at ECHO

Exhibit Sponsor \$5,000

- All benefits listed below, plus
- Minimum of two electronic "postcards" emailed to over 3,000 supporters to include sponsor logo.
- Link from exhibit page on www.echovermont.org
- Minimum of 3 advertisements in daily & weekly publications: Burlington Free Press (B-Scene and Weekend), Seven Days, Times Argus, Denton Publications (Times Sentinel, etc.) and various regional community newspapers.
- Monthly advertisements in Kids VT, Montreal Families and North Avenue News.
- Periodic advertisements in Travel Host magazines, Burlington Magazine, and Vermont Life
- Mention by ECHO Staff on all interviews marketing the opening of the exhibit.
- Employees/clients/guests are invited to attend exclusive reception

Exhibit Partner: \$2,500

- All benefits listed below, plus
- A Sponsor supplied banner hung at the exhibit hall entrance.
- Logo on all marketing materials related to the exhibit (see below for list)
- Corporate passes/discounts to ECHO

Exhibit Support: \$1,000-2,499

- Listing at the exhibit hall entrance.
- Listing in printed marketing materials related to the exhibit

ECHO agrees to promote sponsor and exhibit in the following materials:

- In media endorsements as follows:
 - Weekly mentions on RadioVermont WDEV.
 - In 350 plus media releases sent to major outlets in the Northeast and Canada.
 - In all editorial pitches and media releases
 - On social networking sites (ie. Facebook) and emergent media
- In professionally designed print and electronic materials as follows:
 - One postcard mailed to more than 3,000 regional households.
 - Inclusion in educational brochures mailed to more than 2,700 educators, 550 schools and 558 libraries.
 - Minimum of 1,000 full color posters distributed throughout Vermont and upstate New York.
 - Monthly e-newsletter “ECHO Update” mailed to over 7,000 email addresses.
 - Listing in Annual Report
- In displays at ECHO as follows:
 - At the exhibit hall entrance.
 - Listing on the “Watermarkers” Wall of \$1,000+ donors in the primary entryway.
 - On one 8.5 x 11” display in ECHO’s admissions line

Whereas ECHO agrees to the following use of the building:

- Event discount, negotiated.

Whereas ECHO agrees to the following admissions discount:

Admissions discount may include Annual Passes/Day Passes for client gifts or ongoing employee/client discounts.

Whereas Sponsor agrees to the following:

- Supply materials: one banner, and media elements.
- Realize the size constraints of logos in print advertising.
- Allow for logos alone and not verbiage to represent the sponsors in the TV spot.
- Post Sponsorship of the exhibit and an exhibit description along with an ECHO logo and link on Sponsor website.
- Determine one main contact to facilitate the sponsorship logistics.
- Promote exhibit and sponsorship through business networks.
- Pay the sponsorship prior to exhibit opening.