

Walk for HAWC 2009 Sponsorship

Sunday, April 26, 2009

Presenting Sponsor
\$10,000*

- ◆ Opening page or back cover ad in program book (4.5" x 7.5")
- ◆ Top placement on all promotional materials: t-shirt, banner, brochure, poster, & e-newsletter.
- ◆ Promotional table at the Walk
- ◆ Place of honor on Walk stage

Starting Line & Finish Line Sponsors
\$5,000*

- ◆ Inside front or back cover ad in program book (4.5" x 7.5")
- ◆ Sponsor logo on Start or Finish line banner
- ◆ Minimum amount to be on Walk t-shirts.
- ◆ Included in all promotional materials: t-shirt, banner, brochure, poster, & e-newsletter.
- ◆ Promotional table at the WALK
- ◆ Place of honor on Walk stage

Mile Mark Sponsor
\$3,000*

- ◆ Two page ad in program book (9" x 7.5")
- ◆ Large colorful mile marker sign
- ◆ Included in the following promotional materials: banner, brochure, poster, & e- newsletter.
- ◆ Promotional table at the Walk
- ◆ Place of honor on Walk stage

Banner Sponsor
\$2,000*

- ◆ Full page ad in program book (4.5" x 7.5")
- ◆ Minimum amount to be listed on the Walk banner
- ◆ Included in the following promotional materials: banner, brochure, poster, & e-newsletter.
- ◆ Promotional table at the Walk
- ◆ Place of honor on Walk stage

Flag Ship Sponsor
\$1,500*

- ◆ Three-quarter page ad in program book (4.5" x 5.5")
- ◆ Minimum amount to be listed on Walk brochure & poster
- ◆ Acknowledgement in e- newsletter
- ◆ Promotional table at the Walk
- ◆ Place of honor on Walk stage

Water Stop Sponsor
\$1,000*

- ◆ Half page ad in program book (4.5" x 3.25")
- ◆ Host a water stop along the route & distribute your own gifts & premiums
- ◆ Sponsors are encouraged to staff the table with employees or volunteers & HAWC supplies the water
- ◆ Acknowledgement in e-newsletter.

Giant Step Sponsor
\$500

- ◆ Quarter page ad in program book (2.25" x 3.75")

Footstep Sponsor
\$250

- ◆ Eighth page ad in program book (1.625" x 2.25")

Friends
\$100

- ◆ Acknowledgement in program book

For further information, please contact:
Alicia Black Weaver – Asst. Director of Development
HAWC
27 Congress Street, Salem, MA 01970
Phone: 978-744-2299 ext. 27
Fax: 978-745-6886
Email: aliciab@hawcdv.org

*Reservations for sponsorships of \$1,000 and up must received by February 16, 2009 to meet printing deadlines.
Deadline for inclusion in the program book is March 16, 2009

I have read the summary of Corporate Sponsorship Levels and understand the promotional benefits offered to my organization.

Signed: _____ Date: _____

Printed Name: _____ Title: _____

Organization Name: _____ Sponsorship Level: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Check payable to HAWC is enclosed: \$_____ Please bill us: \$_____ (Payment must be received by April 17, 2009)

Walk for HAWC 2009 Sponsor Ad Specifications

Ad Sizes for Directory

2 page spread10" w x 7.5" h
full page.....4.75" w x 7.5" h
half page.....4.75" w x 3.75" h
quarter page..... 2.25" w x 3.75" h
eighth page2.25" w x 1.875" h

E-mail Final Ads to: aliciab@hawcdv.org

Technical Information & Specifications

The primary programs used to produce this guide are Quark, Illustrator and Photoshop on a MAC based platform. Illustrator & Photoshop documents must be submitted as .eps, .pdf or .tif files ready for placement.

Quark .eps files must be accompanied by all artwork, fonts, and photos. Embed fonts when possible. Postscript fonts suggested.

No MS Word or Publisher files will be accepted as final ads. If you need to use these please convert them to pdf files at high resolution of 300 dpi or higher.

Photos and logos in other programs need to be supplied as .tif or .eps files for ad placement. Photos need to be exact size and 300 dpi resolution.

Photos on websites will not reproduce well in print. Their resolution is too low. Line art should be between 600 & 1200 dpi tiff files in black & white.

Images for your ads may be either a photo or your company logo. Logos and photos combined may not be appropriate in smaller sizes.

If you have any questions, need image sizes, or need assistance in ad preparation please contact KishGraphics before you produce your ads. See contact information below.

Ms. Jerrie Hildebrand, Designer

Kishgraphics

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