

Short North Gala 2015 Sponsorship Opportunities

Sunday, April 26, 2015

Contribution and Sponsorship Benefits	Presenting Sponsor	Specialty Sponsor	Program Sponsor	VIP Table Sponsor	Supporting Sponsor	Award Sponsor
Overview						
Sponsor Contribution	\$5,000	\$3,500	\$2,500	\$1,500	\$1,000	\$500
Credit Description	2015 Short North Gala presented by	Official Beverage, Restaurant, Cocktail, or other partner of the 2015 Short North Gala	Program element brought to you by	This table hosted by	Short North Gala is supported by	Individual Award made possible by
Sponsor Logo Position Rank	1st	2nd	3rd	4th	5th	6th
Pre-Event (March-May)						
Short North Business, Customer, and Community Reach						
Gala Emails to Short North Businesses, Fans List, and Previous Attendees (3 issues)	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link
Print Invitation sent to 300+ Short North business owners and community members	Logo	Logo	Logo	Name	Name	Name
District Website: Shortnorth.org* (25,000 hits/month)	Logo/Link/Quote	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link
Register-to-win a pair of tickets (set of 2 per sponsor) at April Gallery Hop Information Booth	X	X	-	-	-	-
Day of Event						
Attendee Reach						
Welcome - Sponsor Board on Electronic Signage at the Hilton	Logo	Logo	Logo	Logo	Logo	Logo
Cover of Event Program (400 qty)	Logo	Logo	-	-	-	-
Full-color Ad in the event program (400 qty)	Full Back Page	Full Inside Page	Half Page	Quarter Page	Logo	Text
Option to Contribute gift to attendees - delivered upon departure	X	X	X	-	-	-
Option to set up table at the Gala during cocktail hour	X	-	-	-	-	-
Opportunity to welcome guests before the awards program	X	-	-	-	-	-
Video production presented during the awards program	Name/logo Voice-over thank you	Sponsor name/logo Voice-over thank you	Logo	Logo	-	-
Sponsor Appreciation						
Short North Gala Tickets	VIP Table of 10	VIP Table of 10	VIP Table of 10	VIP Table of 10	4 Tickets	2 Tickets
Short North "Swag Bag"	X	X	X	X	-	-
Post-Event						
Short North Business, Customer, and Community Reach						
Online Follow up: Facebook Photo Gallery	Facebook Thank You	Facebook Thank You	Facebook Thank You	Facebook Thank You	Facebook Thank You	Facebook Thank You
Online Follow-up: Website and Photos	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link
Online Follow-up: Press Release	Name/Quote	Name	-	-	-	-
Online Follow-up: Thank You Email to Attendees and Short North Businesses	Logo/Link	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link
Right of first refusal to retain sponsorship position in 2016	X	X	-	-	-	-