

UPSTATE SOUTH CAROLINA  
"I was blown away."

**2009 I WAS BLOWN AWAY REGIONAL BRANDING AND PROMOTION CAMPAIGN**  
*Upstate Alliance Contributor Sponsorship Opportunities*

**Video Testimonial & Logo Link      \$7,500 Board Member / \$10,000 Contributor**

- 1 Video Testimonial tagged with sponsor logo, tagline, website at end of testimonial.
- Testimonial with post-roll sponsor information will also be made available to be placed on sponsor's own website or in other sponsor marketing/recruitment material.
- Licensing will be granted for one of the commercial spots created and requested by sponsor to be used for own marketing purposes.
- Sponsor Logo & Link included in the *I Was Blown Away* Website

Celebrity testimonials will add an additional \$2,500 to the cost of the sponsorship.

*All testimonials will be created and directed by the Upstate Alliance. Video testimonials will include sponsor logo, tag line and website at the conclusion of the video.*

**Category Webpage Logo & Link      \$5,000 Board Member / \$7,500 Contributor**

- Logo featured prominently on one of the new category pages
- Limited to one featured sponsor logo per category
- Logo linked directly to company website

**Homepage Logo & Link      \$2,500 Board Member / \$5,000 Contributor**

- Rotating banner with company logo and link featured on the website's homepage
- Logo linked directly to company website

**Sponsor Logo & Link      \$2,500 Board Member / \$4,000 Contributor**

Sponsor Logo & Link included within 1 category

**Contact Information:**

Please note the contact person provided below will be required to provide information-copy, logos, materials, etc-to the campaign leaders.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Please return completed form to:

Jennifer Noel

864-283-2310 (fax)

864-283-2307 (phone)

[jnoel@upstatealliance.com](mailto:jnoel@upstatealliance.com)