

UPSTATE SOUTH CAROLINA
"I was blown away."

2009 I WAS BLOWN AWAY REGIONAL BRANDING AND PROMOTION CAMPAIGN
Existing Sponsor Renewal Opportunities

Video Testimonial & Logo Link

\$7,500 Video testimonial & Logo Link

\$5,000 Renewal of Existing Testimonial & Logo Link (keep existing video testimonial)

- 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.

\$5,000 Category Webpage Logo & Link

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

\$2,500 Homepage Logo & Link

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

\$2,500 Sponsor Logo & Link

- 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