

“Sweat for a Vet”

2014 Sponsorship Package



Presented by:

sport&health

Saturday November 8, 2014

9:00am – 12:00pm

BECOME A SPONSOR

Resilient Warrior Sponsorship

\$25,000

Top Billing 2014 Resilient Warrior Sponsor including corporate logo placement on VOA Chesapeake website and all *Sweat for a Vet 2014* marketing & collateral material.

- Opportunity for corporate remarks at one of 3 key locations
- Opportunity to include corporate collateral and literature in participant bags
- 100 coupons for a 30-day trial membership at Sport & Health Clubs
- \$15,000 tax deductible donation to Volunteers of America's Veterans Services
- Recognition in VOA Chesapeake Summer 2014 Magazine & 2014 Annual Report
- Sponsor logo placement on VOAC website
- Joint media release announcing partnership
- Twenty-eight thirty-second messages promoting sponsor alignment in:
 - CBS Early Show M-F 7a-9a, Dr. Phil M-F 4p-5p, and WUSA 9 News at 5pm.
 - The messages will deliver 1,036,400 adult 18+ impressions
- Online Digital display ad campaign promoting sponsor alignment delivering 222,000 impressions across the Gannett Ad Network.
 - The Gannett Ad Network tracks users across the top 200 ComScore websites. Online Display ads will utilize customized behavioral targeting. Online display ads will include in-banner video.

Battle Buddy Sponsorship

\$10,000

- Logo on signage at lunch tables and in high traffic areas during campaign
- 50 coupons for a 30-day trial membership at Sport & Health Clubs
- Opportunity to include corporate collateral and literature in participant bags
- \$5,000 tax deductible donation to Volunteers of America's Veterans Services
- Recognition in VOA Chesapeake Summer 2014 Magazine & 2014 Annual Report
- Sponsor logo placement on VOAC website
- Joint media release announcing partnership
- Online Digital display ad campaign promoting sponsor alignment delivering 469,000 impressions across the Gannett Ad Network.
 - The Gannett Ad Network tracks users across the top 200 ComScore websites. Online Display ads will utilize customized behavioral targeting. Online display ads will include in banner video.
- Online digital display ad campaign promoting sponsor alignment delivering 108,050 impressions on wusa9.com. Online display ads will include in-banner video.

BECOME A SPONSOR

Drill Instructor Sponsor

\$5,000

- Recognition in VOA Chesapeake Summer 2014 Magazine & 2014 Annual Report
- Sponsor logo placement on VOAC website
- Logo on signage at lunch tables and in high traffic areas during campaign
- 25 coupons for a 30-day trial membership at Sport & Health Clubs
- Opportunity to include corporate collateral and literature in participant bags

Recruiter Sponsorship

\$1,000

- Recognition in VOA Chesapeake Summer 2014 Magazine & 2014 Annual Report
- Sponsor logo placement on VOAC website
- Logo on signage at lunch tables and in high traffic areas during campaign
- 10 coupons for a 30-day trial membership at Sport & Health Clubs
- Opportunity to include corporate collateral and literature in participant bags

