


International **'10** 
Fitness Day
October 16, 2010

SPONSORSHIP PACKAGE COMPARISON

For more information about these sponsorship opportunities, please contact Dina Skulte at 703-338-2549 or dina@fitforkidssake.com.

Sponsorship Levels	Diamond *EXCLUSIVE	Platinum	Gold	Silver	Local Host Kit	Contributing Sponsor	A la Carte Options
Sponsorship Fees	\$ 5,000	\$ 2,000	\$ 1,000	\$ 500	\$500	Door-Prize/ Giveaway	Prices listed below.
Sponsorship Benefits							
Event Marketing Benefits							
Event Press Releases	2	1					
Streaming 15-30 second video commercial on event homepage	2	1					
Tertiary banner ads throughout event website	x	x					
Company Logo with URL on event website	x	x	x	x	x		
Company Name and URL on event website	x	x	x	x		x	
Company Logo on all printed materials (event postcards/flyers)	x	x	x	x			
Complimentary Event t-shirts	4	3	2	1			
Targeted Pre-Event Email Blast	2						\$250 each
Targeted Post-Event Email Blast	1	1					
Host Planning Kit (25 event t-shirts, 1,000 custom printed postcards/flyers, 2 posters, Planning schedule, email templates, custom ticket-type for online registration)					1		\$500 each
Virtual Health & Fitness Expo Benefits							
Speaking Opportunity with Live Q&A (Archived for replay and future sponsor usage)	x	x					\$500 each
Speaker Bio and Pic in Attendee Program Guide PDF	x	x					
Streamed Video Commercial or Presentation	x	x	x				
Attendee Downloads (Case studies, whitepapers, printable coupons, presentation "handouts")	x	x	x				
Logo & 75-word description in Attendee Program Guide PDF	x	x	x				
Ad in Attendee Program Guide PDF	Full-page	1/2 page	1/4 page				
Booth Visitor Intelligence Reporting	x	x	x				
Online chat, networking, business card exchange for staff members	x	x	x				
Attendee Online Giveaways/Promotions	x	x	x			x	
Live Health & Fitness Expo Benefits							
Company Logo on banner on venue exterior	x						
Exclusive Use of Gymnasium to Host/Run Family-Friendly Physical Activities and Exercises for full expo time	x						
60-minute Demo Theater Presentation (<i>Must be fun, physically active and family-friendly. Audio provided.</i>)	x	x					\$500 each
8' x 10' Exhibition space w/ table and 2 chairs	x	x	x	x			
8 hours of exhibition time	x	x	x	x			
Company Logo on event signage	x	x	x	x			
Attendee Bag Insert or Giveaway	x	x	x	x		x	
Refreshment Stations (<i>Donate and distribute healthy snack options to attendees</i>)							\$250 each + setup costs
Healthy Snack Stations (<i>Donate and distribute healthy snack options to attendees</i>)							\$250 each + setup costs
Pedometers Sponsor (<i>Donation of 2,500 pedometers or we will have your company logo imprinted on pedometers handed out to participants at live event.</i>)						2,500 pedometers	\$5,000