



24th Annual GRIP Harmony Walk Sponsorship Opportunities

Presenting Sponsor \$30,000

- Official Sponsor of both Walk events at Civic Center Plaza in Richmond and Heather Farms Park in Walnut Creek. Sponsor product exclusivity. No competing brands will be allowed to participate in or be promoted by the event
- Primary recognition with sponsor name and logo in all event and related publicity materials including newspaper, radio, program, signage, press releases, psa's, website, print, t-shirts, brochures, promotional cards for both walk events
- Event promotion spots and PSA's tagged with sponsor ID for radio and television
- All newspaper advertising will feature prominent sponsor logo ID
- Sponsor banners located in prominent and strategic area at both walk sites
- Prominent sponsor name and logo on event "Thank You" banner located in strategic area at both walk events
- Sponsor name and logo on GRIP website home page, Walk webpage and Walk Registration Page with a hotlink to sponsor website
- A 10x10 booth space with signage for promotional use in a prominent location at both walk events
- Two Mission Message signs in prominent position along both walk routes with sponsor name and logo
- Primary recognition during ongoing event announcements at both walk events
- 8 Harmony Walk T-Shirts
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

Harmony Sponsor \$20,000

- Primary recognition with sponsor name and logo in all event and related publicity materials including newspaper, radio, program, signage, press releases, psa's, website, print, t-shirts, brochures, promotional cards for walk event
- Event promotion spots and PSA's tagged with sponsor ID for radio and television
- All newspaper advertising will feature prominent sponsor logo ID
- Sponsor banners located in prominent and strategic area at walk event

- Prominent sponsor name and logo on event “Thank You” banner located in strategic area at walk event
- Sponsor name and logo on GRIP website home page, Walk webpage and Walk Registration Page with a hotlink to sponsor website
- A 10x10 booth space with signage for promotional use in a prominent location at both walk event
- Mission Message sign in prominent position along walk route with sponsor name and logo
- Primary recognition during ongoing event announcements at both walk events
- 4 Harmony Walk T-Shirts
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

Hope Sponsor \$10,000

- Recognition with sponsor name and logo in all event and related publicity materials including newspaper, radio, program, signage, press releases, psa’s, website, print, t-shirts
- Event promotion spots and PSA’s tagged with sponsor ID for radio and television
- All newspaper advertising will feature sponsor logo ID
- Sponsor banner located in strategic area at the walk
- Sponsor name and logo on event “Thank You” banner located in strategic area at the walk
- Sponsor name and logo on GRIP website with a hotlink to sponsor website
- A 10x10 booth space with signage for promotional use
- Mission message sign along walk route with sponsor name and logo
- Recognition during ongoing event announcements
- 2 Harmony Walk T-Shirts
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

Affiliate Sponsor \$5.000

- Recognition with sponsor name and logo in all event and related publicity materials including newspaper, radio, program, signage, website, print, t-shirts
- Some event promotion spots and PSA’s tagged with sponsor ID for radio and television
- Some newspaper advertising will feature sponsor logo ID
- Sponsor name and logo on event “Thank You” banner located in strategic area at the walk
- Sponsor name and logo on GRIP website with a hotlink to sponsor website
- A 10x10 booth space with signage for promotional use
- Mission message sign along walk route with sponsor name and logo
- Recognition during ongoing event announcements
- 2 Harmony Walk T-Shirts
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

T-Shirt Sponsor \$2,000

- Recognition with sponsor logo in some event and related publicity materials including newspaper, program, signage, website, print, t-shirts
- Sponsor logo on event “Thank You” banner located in strategic area at the walk
- Sponsor logo on GRIP website
- Recognition during ongoing event announcements
- I Harmony Walk T-Shirt
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

Advocate Sponsor \$1,000

- Recognition with sponsor logo in some event and related publicity materials including program, website, banner
- Sponsor logo on event “Thank You” banner located in strategic area at the walk
- Sponsor logo on GRIP website
- Some recognition during ongoing event announcements
- Sponsor name on GRIP Brick Memorial Wall
- Sponsor name listed in the GRIP 2010 Annual Report

Mission Message Sponsor \$250

- Mission message sign along walk route with sponsor name and logo
- Sponsor name on GRIP website
- Sponsor name listed in the GRIP 2010 Annual Report

Additional Sponsorship Opportunities:

Media Sponsor

GRIP will provide:

- Recognition with sponsor name and logo in all event and related publicity materials including newspaper, program, signage, website, print, t-shirts
- A media on-air personality will be invited to serve as grand marshal for the event
- Sponsor logo on event “Thank You” banner located in strategic area at the walk
- Sponsor logo on GRIP website with a hotlink to sponsor website
- A 10x10 booth space with signage for promotional use and/or live broadcast
- Mission message sign along walk route with sponsor name and logo
- Recognition during ongoing event announcements
- Sponsor name on GRIP brick memorial wall
- Sponsor name listed in the GRIP 2010 Annual Report

Media Sponsor will provide:

- For the first two weeks in September, sponsor will create and run a custom-produced promotional spot to help promote registration for the Harmony Walk. (Total promotional spots: 24)
- Sponsor will run fifteen-, twenty- or thirty second PSAs to promote the Harmony Walk. PSAs will run beginning September 11, 2010. (Total PSAs: 80)
- On-air interview(s) to promote awareness of the Harmony Walk
- Event inclusion in station's community calendar
- Harmony Walk logo link will be placed on sponsor website
- Sponsor will encourage employees to form a walk team and raise funds
- Two weeks before and leading up to the walk, on-air personalities will create and run custom-produced promotional spots to help promote the walk (Total promotional spots: 24)
- One week before and leading up to the walk, on-air personalities will mention the details of the Harmony Walk live on-air, including the place, date and time of the event. (Total live mentions: 21)