



Syracuse It's All Here Campaign Sponsor Opportunities

"A big obstacle is how Syracuse is perceived in the minds of young people. Syracuse needs an identity."
- Attendee from 40 Below's 2004 Summit

By supporting the "Live it. Love It. It's All Here." Syracuse campaign you:

- Are associated with a positive effort and cohesive vision to improve life in Greater Syracuse.
- Provide potential customers or employees a reason to recognize and prefer your corporate identity.
- Retain talent in Syracuse = increased customer base, increased employee retention or recruitment and giving YOUR kids a reason to stay.

Level 1: *It's All Here.*

Presenting Sponsor

\$25,000

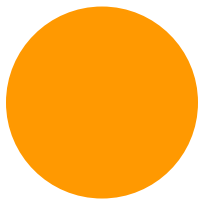
Be the ultimate community ambassador of the Syracuse branding campaign and 40 Below and put your money where your mouth is! As the Presenting Sponsor of the Syracuse branding campaign, your organization will become synonymous with the campaign for one year, appearing in conjunction with the brand at all times.

- Exclusive naming opportunity for a duration of one year to cover all facets of campaign (i.e., your logo and tag line embedded with It's All Here logo - including on projects sponsored by other companies)
- Leading placement on itsallheresyracuse.com and project page on www.40belowsummit.com for one year
- Industry exclusive recognition at any level for one year (first right of refusal)
- Recognition as a Premiere Project Sponsor for project of your choice (provides all benefits associated with Level 2 for that project)
- Logo in campaign promotional material for one year
- Recognition at It's All Here Syracuse campaign and 40 Below related events for one year
- Recognition in It's All Here Syracuse campaign radio and television spots for one year





- Mention in all It's All Here Syracuse campaign media releases for one year
- Feature page on itsallheresyracuse.com written about your organization
- Ten free tickets to 40 Below's next summit (TBD 2008)
- Booth at next 40 Below summit
- Recognition of sponsorship in It's All Here Syracuse campaign presentations
- Support of tactical, marketing and graphic design experts to customize and consult on projects to maximize effectiveness for one year
- Presentations to employee or stakeholder groups as requested
- Access to It's All Here Syracuse campaign list serve for bi-monthly announcements or one-time market research (unfortunately, we cannot disclose email addresses) for one year
- Additional Community Partner benefits apply



Level 2: *Love It.*

Premiere Project Sponsor

starting at \$10,000

Sponsor an It's All Here Syracuse campaign project customized for your organization or industry. Get the promotional item the way you want it - distributed to your specifications, including via the use of 40 Below volunteers for guerilla marketing tactics. There is even the opportunity to have your project distributed during 40 Below related events (including future summits). Other ideas could include distributing to employees, clients or vendors through targeted mailings. Not only will your support finance a special project, but will assist with website and marketing costs for the campaign.

- Recognition via logo or text on project of your choice; to be distributed as you specify
 - Magnets
 - Window decals
 - Key chains
 - T-shirts
 - Use your imagination (within budget restrictions)
- Industry exclusive recognition at the Premier Project Sponsor Level
- Exclusive project representation (i.e., if you produce a magnet, no one else can choose a magnet)





- Link and logo on itsallheresyracuse.com homepage for one year
- Logo in It's All Here Syracuse campaign promotional material for one year
- Mention in It's All Here Syracuse campaign media releases for one year
- Feature on itsallheresyracuse.com career section written about your organization
- Five free tickets to 40 Below's next summit (TBD 2008)
- Recognition of sponsorship in It's All Here Syracuse campaign presentations
- Support of tactical, marketing and graphic design experts to customize and consult on projects to maximize effectiveness for one year
- Additional Community Partner benefits apply

Calendar Sponsor

starting at \$5,000

Feature your organization as the exclusive sponsor on one of the It's All Here Syracuse campaign quarterly (seasonal) events calendars, printed and distributed to your specifications* (i.e., mailer, printed piece or in the newspaper).

- Logo and website exclusively featured on calendar for quarter specified
- Industry specific exclusivity per quarter
- Link and logo on itsallheresyracuse.com homepage for that quarter
- Logo in It's All Here Syracuse campaign promotional material about the calendar
- Mention in It's All Here Syracuse campaign media releases about the calendar
- Feature on itsallheresyracuse.com career section written about your organization
- Recognition of sponsorship in It's All Here Syracuse campaign presentations
- Support of tactical, marketing and graphic design experts to customize and consult on projects to maximize effectiveness for quarter specified
- Additional Community Partner benefits apply

*Additional printing and postage fees may apply. TBD on a quoted basis.

Level 3: *Live It.*

Feature Sponsor

starting at \$1,000

The website that supports the It's All Here Syracuse campaign, itsallheresyracuse.com, is made up of six categories of features - arts, nightlife, home & family, outdoor & recreation, good eatin' and careers & technology. Target visitors interested in your industry by sponsoring the entire section.

- Exclusive recognition on feature section of your choice for one year with the option to renew
- Logo displayed next to feature section title
- Feature written about your organization within the section you choose (or other applicable section)
- Logo in It's All Here Syracuse campaign promotional materials about the website
- Mention in It's All Here Syracuse campaign media releases about the website
- Recognition of sponsorship in It's All Here Syracuse campaign presentations
- Support of tactical, marketing and graphic design experts to customize and consult on projects to maximize effectiveness during sponsorship
- Additional Community Partner benefits apply

Printing Sponsor

starting at \$500

Support one of the It's All Here Syracuse campaign's print projects such as posters, postcards, bookmarks or flyers. This sponsorship is fully customizable according to project and quantity. Like the Premier Project Sponsor, there is also the opportunity to have your printing project distributed during It's All Here or 40 Below related events including the next summit (TBD 2008).

- Recognition on print project of your choice
- Access to write feature about your organization on itsallheresyracuse.com
- Recognition of sponsorship in Syracuse It's All Here campaign presentations





- Support of tactical, marketing and graphic design experts to customize and consult on projects to maximize effectiveness during sponsorship
- Additional Community Partner benefits apply

Community Partner

\$0 (really!)

There are many ways you can support the It's All Here Syracuse campaign for free. Let us know you are a partner by emailing info@its-allhere.com and your company will be listed by name on the Partners page of itsallheresyracuse.com. All partner companies will also be recognized in Syracuse It's All Here campaign presentations.

- Download the "Live it. Love it. It's All Here." Syracuse campaign logo at <http://www.itsallheresyracuse.com/files/images/logo-final.jpg> and use it on your website, in company materials or advertisements. Consider adding the logo to brand management ads to identify your company as a partner - referencing the website is also great as an added resource for those recruiting from out of the area.
- Print out a poster and hang it up! Posters are available at <http://itsallheresyracuse.com/join-effort>.
- Write a feature on itsallheresyracuse.com, feel free to identify your company.
- Educate yourself about the great things in Syracuse so you are prepared when negativity rears its ugly head.

For more information or to create your own customized sponsorship package, please contact Nichole Wenderlich, program chair at info@itsallheresyracuse.com. All customizable projects are subject to approval. 40 Below reserves the right to modify sponsorship packages at its discretion.



Yes! I want to support the Syracuse It's All Here campaign by becoming:

- The Presenting Sponsor
- A Premiere Project Sponsor
- A Calendar Sponsor
- A Website Feature Sponsor
 - Arts
 - Nightlife
 - Outdoor & Recreation
 - Careers & Technology – **sold until 6.08**
 - Good Eatin'
 - Home & Family – **sold until 4.08**
- A Printing Sponsor
- A Community Partner

Dollar Value of Sponsorship (if applicable)
\$ _____

Specifics (if applicable)

_____ Name	_____ Organization
_____ Signature	_____ Date

Please email this form to info@itsallheresyracuse.com or fax to (315) 446-2209, attn: Nichole Wenderlich.

40 Below Use Only

_____ Approval Signature	_____ Date
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Additional Comments (if applicable)

Invoiced On _____
 Invoice Number _____
 Payment Received _____
 Start of Sponsorship _____
 Expiration (if applicable) _____

