

## BENEFIT SUMMARY

**\$30,000**

### I. PRINTED MATERIALS

- Logo on Summer and Winter Games T-shirts distributed to all athletes, volunteers, officials, medical personnel
- Color logo on Iowa Sports Foundation stationary
- Logo on cover of Summer and Winter Games brochures
- Company logo on Summer and Winter Games promotional posters
- Recognition in Summer and Winter Games Opening Ceremony programs
- Logo on outside and inside cover of Summer Games Souvenir Results Book
- Company name on Summer and Winter Games athlete ribbons
- Logo on athlete bags
- Logo on individual athlete entry forms
- Other promotional materials as needed

### II. WEB SITE EXPOSURE

- Logo on all Iowa Games, Net Fest, Hoopin' At The Dome, Fish Iowa Games and Iowa Games Golf Classic Web site pages
- Logo on sponsor Web page with link to your Web site
- Logo on all Live Healthy Iowa Web site pages
- Logo on Iowa Sports Foundation monthly e-mail newsletter, Summer and Winter Games promotional e-mails, and Live Healthy Iowa weekly tip

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- 30 second ad in Summer Games television preview show
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Corporate logo on over 200 statewide newspaper ads
- Patron display area (Summer and Winter Games)
- Corporate banners at Winter and Summer Games Opening Ceremonies (4'x 24')
- Full-page ad in Summer Games Souvenir Results Book
- 1/2-page ad in Winter Games Souvenir Program
- Parade signage (logo on parade car magnetic banners)
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Summer and Winter Games brochure distribution center
- Iowa Games logo use
- In-house promotion
- Mascot – available for usage
- Torch Run signage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor Recognition Reception
- Iowa State University football tickets
- Commemorative plaque
- Exclusivity rights at the gold level
- First consideration for renewal
- Cash Gold Sponsors receive a seat on the Iowa Sports Foundation Board of Directors

## BENEFIT SUMMARY

**\$15,000**

### I. PRINTED MATERIALS

- Company name in Summer and Winter Games brochures
- Company name on Summer and Winter Games promotional posters
- Company name on the front cover of the Summer Games Souvenir Results Book
- Recognition in Opening Ceremony programs
- Company name on athlete bags
- Other promotional materials as needed

### II. WEB SITE EXPOSURE

- Logo on sponsor Web page with link to your Web site

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Company name on over 200 statewide newspaper ads
- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/2-page ad in Summer Games Souvenir Results Book
- 1/4-page ad in Winter Games Souvenir Program
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Iowa Games logo use – unrestricted
- In-House promotion
- Mascot – available for usage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor Recognition Reception
- Iowa State University football tickets (upon availability)
- Commemorative plaque
- First consideration for renewal

## BENEFIT SUMMARY

**IN-KIND (Minimum Value \$10,000)**

### I. PRINTED MATERIALS

- Company name in Summer and Winter Games brochures
- Summer and Winter Games Souvenir Results Book recognition
- Recognition in Summer and Winter Games Opening Ceremony programs
- Company name on athlete bags

### II. WEB SITE EXPOSURE

- Logo on sponsor Web page with link to your Web site

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of the Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/2-page ad in Summer Games Souvenir Results Book
- 1/4-page ad in Winter Games Souvenir Program
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Logo use
- In-House promotion
- Mascot – available for usage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor recognition reception
- Iowa State University football tickets (upon availability)
- Commemorative plaque
- First consideration for renewal

## BENEFIT SUMMARY

**\$7,500**

### I. PRINTED MATERIALS

- Company name in Summer and Winter Games brochures
- Summer and Winter Games Souvenir Results Book recognition
- Recognition in Summer and Winter Games Opening Ceremony programs
- Company name on athlete bags

### II. WEB SITE EXPOSURE

- Logo on sponsor Web page with link to your Web site

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/4-page ad in Summer Games Souvenir Results Book
- 1/8-page ad in Winter Games Souvenir Program
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Iowa Games logo use
- In-house promotion
- Mascot – available for usage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor Recognition Reception
- Iowa State University football tickets (upon availability)
- Commemorative plaque
- First consideration for renewal