

BENEFIT SUMMARY

I. PRINTED MATERIALS

- Company name in Summer or Winter Games brochure
- Recognition in the souvenir results program
- Company logo on sport-specific printed materials

II. WEB SITE

- Logo on sport/event Web site page

III. MEDIA EXPOSURE

- Summer and Winter Games media packet (if sponsoring sports in both events)
- Statewide media tours
- Promotional rights

IV. ADVERTISING

- Banners at sport/event site (provided by sport sponsor)
- Right to develop promotions at sport/event site
- Opportunity to distribute samples of products (subject to Iowa Games vendor contract provisions)
- Opportunity to place a promotional item in each athlete bag

V. MISCELLANEOUS

- Logo use
- VIP reception
- Commemorative plaque
- First consideration for renewal