

12th Annual 3rd EyE Open • July 16, 2011 • Buttonwood Park, New Bedford, MA

Sponsorship Opportunities

The 3rd EyE Open is a multicultural, youth-lead festival that brings together many facets of the community to celebrate youth talent and leadership. The Open is attended by patrons from all over the country, and organized by more than one-hundred and fifty youth and adults. Sponsoring the 3rd EyE Open is a great opportunity to support a youth-lead effort while aligning your company with a positive community tradition.

Presenting Sponsor \$5,000

Small Business - \$2,500

- company banners hung throughout the festival
- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color full page ad in "Vision" program magazine distributed free to 1,000 people
- Logo on the back of 500 plus t-shirts worn by basketball players, volunteers, and performers during the event
- Logo featured in 4 weekly quarter page ads in the Standard Times (New Bedford newspaper)
- Announced on-air on FUN 107 radio spots, reaching 100,000 plus homes for 3 weeks prior to event
- 3rd EyE Internet Newsletter - Logo on newsletter emailed to 3,200 plus subscribers weekly
- 3rdeyeunlimited.com Logo and weblink on official event website (*one year)
- Street Promotions Logo on 10,000 flyers & 500 posters distributed throughout New England
 - TV commercial Recognized verbally and by logo placement on commercials airing on MTV, VH1, & BET covering the Boston, Providence, and New Bedford/Fall River markets
 - PUT OUT THE WORD! (Before and After the event) Recognized verbally with logo placement on tv show airing in one million plus homes in New York, Boston, Cambridge, New Bedford, Fall River & Cape Cod.
 - Annual DVD - Verbal recognition and Logo on DVD cover highlighting the event, distributed throughout New England.
 - "Presented by" caption placed before company name in all promotional materials

Sustaining Sponsor \$2,500

Small Business - \$1,500

- company banners hung throughout the festival
- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color full page ad in "Vision" program magazine distributed free to 1,000 people
- Logo on the back of 500 plus t-shirts worn by basketball players, volunteers, and performers during the event
- Logo featured in weekly quarter page ads in the Standard Times (New Bedford newspaper) valued at \$5,000
- 3rd EyE Internet Newsletter - Logo on newsletter emailed to 3,200 plus subscribers weekly
- 3rdeyeunlimited.com Logo and weblink on official event website
- Street Promotions Logo on 10,000 flyers & 500 posters distributed throughout New England
 - Annual DVD - Verbal recognition and Logo on DVD cover highlighting the event, distributed throughout New England.

Investing Sponsor \$1,500

Small Business - \$750

- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color half page ad in "Vision" program magazine distributed free to 1,000 people
- 3rd EyE Internet Newsletter - Logo on newsletter emailed to 3,200 plus subscribers weekly
- 3rdeyeunlimited.com - Logo and weblink on official event website
- Street Promotions - Logo on 10,000 flyers & 500 posters distributed throughout New England

Expanding Sponsor \$ 750

Small Business - \$350

- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color quarter page ad in "Vision" program magazine distributed free to 1,000 people
- 3rd EyE Internet Newsletter - Logo on newsletter emailed to 3,200 plus subscribers weekly