

# 25<sup>th</sup> ATHENA Award 2011 ATHENA Sponsorship Fact Sheet

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[www.GRWC.com](http://www.GRWC.com)

<b>SPONSORSHIP BENEFITS</b>	<b>Premier Sponsor at \$5000</b>	<b>Sustaining Sponsor at \$2500</b>	<b>Patron Sponsor at \$1500</b>	<b>Supporting Sponsor at \$1000</b>
Identification as a Sponsor at Event and tax deductible business expense	X	X	X	X
Listing as a sponsor on invitation and all event related materials	X	X	X	X
Complimentary tickets to the private reception	20	10	10	5
Complimentary tickets to the awards luncheon	20	10	10	5
Recognition during luncheon in the audio visual production	X	X	X	X
Sponsorship acknowledgement in display ad purchased by WC in the RBJ Supplement distributed to 50,000 readers as well as luncheon attendees	X	X	X	N/A
Winners photo opportunity with sponsor for use in corporate promotional materials	X	X	N/A	N/A
Preferred Seating	X	X	N/A	N/A
Exhibits display at General Reception area	X	N/A	N/A	N/A
Participation in Public Service Announcements produced and aired by Channel 13 - estimated reach 400K viewers	X	N/A	N/A	N/A
Continuous promotion through the year on the WC website	X	N/A	N/A	N/A

**X - Applicable**

**N/A - Not Applicable**

For detailed information on available sponsorship opportunities and its benefits, or if you need clarification, contact Susan George, Manager, Corporate Events & Affiliate Relations at the Rochester Business Alliance at (585) 256-4612 or e-mail [Susan.George@RBAAlliance.com](mailto:Susan.George@RBAAlliance.com)