

SPONSORSHIP OPPORTUNITIES

Our goal for the first year of this **MULTI-MEDIA PUBLIC OUTREACH CAMPAIGN** is \$500,000. In subsequent years, we will work off the success of our initial campaign and continue to leverage funds from companies, foundations, and philanthropies to achieve the breadth and depth of outreach needed for existing and new markets.



SPONSORSHIP LEVELS

\$50,000 - Naming rights on TV ads and benefits of other levels, etc.

\$25,000 - Radio, web, and benefits of other levels, etc.

\$10,000 - Print and billboard, web, social media, and benefits of other levels, etc.

Other - Customizable to amount of giving



TIMETABLE

April 2014 – June 2014:

Fundraising, negotiation with media companies, creative design, test run of campaign in specific markets determined by funders and CPRC staff

July 1, 2014 – June 2014:

Continue fundraising as needed.
Broaden markets and types of media.
Provide branding at events and festivals. Get feedback from funders, communities, media outlets, etc. on effectiveness of campaign

CPRC Outreach Committee Co-chair
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