

CoSIDA SPONSORSHIP INVENTORY GRID CHART

(Note- for annual convention specific and full academic year inventory)

September 2011

SPONSOR LEVEL	PLATINUM \$22,500	DIAMOND \$17,500	GOLD \$12,500	SILVER \$7,500	BRONZE \$5,000
Website Based Inventory (Full academic year package)					
Display Logo on Home Page of Site	Yes	Yes			
Display Logo on all Linked Pages from Home Page	Yes	Yes			
Display Logo on Intro Page of Online Directory and All Linked Pages within this Directory	Yes	Yes	Yes	Yes	
Display Logo on Intro Page of PDF Version of Online Directory	Yes	Yes	Yes	Yes	Yes
Right to Post Company Releases / Stories on CoSIDA Site	Yes (10 per year)	Yes (7 per year)	Yes (4 per year)	Yes (2 per year)	Yes (1 per year)
Display Adv. in Monthly CoSIDA E-Digest	Yes (full page)	Yes (full page)	Yes (1/2 page)	Yes (1/4 page)	Yes (1/4 page)
Display Advertisement within PDF Version of Online Directory	Yes (full page)	Yes (full page)	Yes (1/2 page)	Yes (1/4 page)	Yes (1/4 page)
Link From CoSIDA Site to Company site	Yes	Yes	Yes	Yes	Yes
Receive " Sponsor Salute of Month" Highlight Recognition Status on Website	Yes (6 per year)	Yes (4 per year)	Yes (2 per year)	Yes (1 per year)	Yes (1 per year)
					<i>Continued --</i>

Blast Email Based Inventory (Direct to 2,800 Membership)	Platinum Level 22,500	Diamond Level 17,500	Gold Level 12,500	Silver Level 7,500	Bronze Level 5,000
Right to have CoSIDA Blast a Company Based Email to Membership	Yes (6 per year)	Yes (4 per year)	Yes (2 per year)	Yes (1 per year)	
Communications Watch- Weekly "Continuing Education Based" (45-50 times over course of year)	Logo Appears	Listed			
Career Center / Job Openings 30-35 times throughout the year)	11	Logo Appears			
Save This Date (12-15 times throughout year; notification regarding important matters)	Logo Appears	Logo Appears	Listed		
Monthly Calendar-Schedule (12 times per year)	Logo Appears	Logo Appears	Logo Appears	Listed	
Monthly Board Membership Newsletter (12 times per year)	Logo Appears	Logo Appears	Logo Appears	Listed	Listed
CoSIDA News and Information (one blast on average per week)	Logo Appears	Logo Appears	Logo Appears	Logo Appears	Listed
Communications Watch for Today's Athletics Director (monthly)	Logo Appears	Logo Appears	Logo Appears	Listed	

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CONVENTION BASED INVENTORY (2012 St. Louis Convention)	PLATINUM 22,500	DIAMOND 17,500	GOLD 12,500	SILVER 7,500	BRONZE 5,000
“Official“ Luncheon or Social Event Sponsor Recognition & Introduction	Yes	Yes	Yes	Yes	Yes
Right To Address Group at Event	Yes	Yes	Yes		
Right to Make a short video presentation as part of opportunity to address the group	Yes	Yes	Yes		
Signage Banner in General Registration Area	Yes	Yes			
Signage In Room At Sponsored Event	Yes (front of room)	Yes (front of room)	Yes (front of room)	Yes (side walls)	Yes (side walls)
Signage in Exhibit Hall Area	Yes	Yes			
Signage in Entry Area for Sponsored Event	Yes	Yes	Yes	Yes	Yes
Display Adv. and/or Logo in Official Program Distributed at Events	11 (full page)	Yes (full page)	Yes (half page)	Yes (1/4 page)	Yes (1/4 page)
Registration Badges (comps)	3 comps	2 comps	2 comps	1 comp	1 comp
Exposure on Pre- Convention Website	Yes- logo	Yes- logo	Yes-logo	Yes-listed	Yes-listed
Exhibit Booth Size- Amount Comp or % Discount	Double size Comp	Single size comp	Single size Comp	50% disc. on single	33% discount on single
Premium Exhibit Booth Location	Yes	Yes			
Logo Printed on Registration Badge	Yes	Yes	Yes		
Listed in Registration Badge Program Insert	Yes	Yes	Yes	Yes	Yes
Right to Provide Materials at Event	Yes	Yes	Yes		
Right to Provide Corporate Gift at Event	Yes	Yes	Yes	Yes	Yes

CONVENTION BASED INVENTORY (2012 St. Louis Convention)	PLATINUM 22,500	DIAMOND 17,500	GOLD 12,500	SILVER 7,500	BRONZE 5,000
Invitation to Private Dinner with Board of Directors	Yes	Yes	Yes	Yes	Yes
Hotel In-room TV Channel Recognition (if approved/granted by hotel)	Yes	Yes	Yes	Yes	Yes
Exposure on Post Convention website	Yes- logo	Yes-logo	Yes-logo	Yes- logo	Yes-logo
ADDITIONAL INVENTORY (full academic year inventory)					
Right to Refer to Company As "Official" CoSIDA Sponsor	Yes				
Right for Company To Use CoSIDA Logo on Website and Stationery	Yes	Yes			
Opportunity for "Official Supplier / Provider" Status by CoSIDA (if approved)	Yes- either	Yes- either	Yes- provider only	Yes- provider only	
Advertising Space and/or Logo in Annual Report/ Post-Convention Review Publication (Sept. 2012)	Yes (full page)	Yes (full page)	Yes (1/2 page)	Yes (1/4 page)	Yes (1/4 page)