

CoSIDA SPONSORSHIP LEVELS with SPECIFIC INVENTORY

(For full academic year inventory and annual convention inventory)

September 2011

PLATINUM LEVEL- \$22,500 VALUE

E-Mail Blast Inventory (direct from CoSIDA to its 2,800+ members)

- Right to have CoSIDA send-out six company-based blast emails to full membership per year
- Logo appears as a supporting corporate partner/sponsor on all news and information blast that CoSIDA sends out to membership (an average of one per week)
- Logo appears in "Communications Watch" weekly continuing education/professional development newsletter that goes to all 2,800+ CoSIDA members. Sent out 45-50 times per year.
- Logo appears in "Career Center" newsletter that is sent out 30-35 times per year to announce job openings and transactions within our organization. Sent to all 2700 members of CoSIDA
- Logo appears in "Save The Date" newsletter that is sent out 12-15 times per year to announce/remind our 2800 members with regard to important upcoming conference calls, webinars, key deadline dates
- Logo appears on "Monthly Schedule/Calendar" newsletter that is sent out 12 times per year to all 2800 members to provide a full list of all important events as well as dates/deadlines for the forthcoming month or two.
- Logo appears on a "Monthly Board of Directors Membership Newsletter" that is sent to all 2800 members at the start of each month. This newsletter provides a recap of Board of Director initiatives over the course of a given month.
- Logo appears on a monthly "Communications Watch for Today's AD" newsletter that CoSIDA provides to the Executive Directors/Presidents of various divisional Athletic Directors' Associations. Each of those Executive Directors/Presidents then determines if they want to forward that monthly version to their respective memberships

Web-Based Inventory

- Display logo on CoSIDA website home page
- Display logo on all linked pages from the CoSIDA home page
- Opportunity to post 10 company based stories/releases on CoSIDA.com over the course of the academic year via CoSIDA staff
- Display logo on CoSIDA's Online Directory introduction page
- Display logo on all linked pages within CoSIDA's Online Directory
- Full-page display advertisement in CoSIDA's PDF version of its Online Directory which is emailed out to the full membership as well as national media reps
- Display logo on introduction page of CoSIDA's PDF version of its Online Directory
- Linkage to corporate/firm website from CoSIDA.com
- Full-page display advertisement/logo in CoSIDA's E-Newsletter (CoSIDA Digest) that is distributed to all membership (2,800-plus) 8-10 times per year
- Recognized six times per year on CoSIDA.com with a "CoSIDA Highlighted Sponsor Salute of the Month" designation

Convention-Based Inventory

- Recognized as a "official" luncheon or social event sponsor for one of the events at CoSIDA annual convention
- Opportunity to publicly address attendees at sponsored event at convention site

- Corporate banner/signage display at sponsored event (front of room, behind head table)
- Signage display at entry area at sponsored event
- Included on banner/signage display that will appear at the convention's general registration areas
- Included on banner/signage display that will appear at the exhibit area.
- Complimentary double-booth space in exhibitors area at convention site
- Premium location in exhibitors area at convention site
- Three complimentary registration badges for all convention related events
- Full page advertisement in official annual convention printed program
- Logo printed on the convention registration badge provided to all attendees
- Listed in the convention registration badge program insert
- Logo appears on the pre- convention website
- Right to provide printed materials at sponsored luncheon/social event at convention site
- Right to provide corporate based gifts at sponsored luncheon/social event at convention site
- Invitation to attend private appreciation dinner for all major sponsors with CoSIDA's Board of Directors
- In-room TV recognition on hotel-based channel for convention (based on hotel granting that right/opportunity)
- Logo appears on the post-convention website

Other Additional Inventory

- Full page display advertisement in Annual Report/Convention Review printed publication (August-September) that goes to all 2,800+ CoSIDA members
- Right to refer to company as an "Official CoSIDA Sponsor"
- Opportunity for either "Official Supplier or Provider" designation by CoSIDA if such language can be jointly agreed upon
- Right to use CoSIDA logo on company website/stationery

DIAMOND LEVEL - \$17,500 VALUE

E-Mail Blast Inventory (Direct from CoSIDA to its 2,800+ members)

- Right to have CoSIDA send-out four company-based blast emails to full membership per year
- Logo appears as a supporting corporate partner/sponsor on all news and information blast that CoSIDA sends out to membership (an average of one per week).
- Logo appears in "Career Center" newsletter that is sent out 30-35 times per year to announce job openings and transactions within our organization. Sent to all 2800 members of CoSIDA
- Logo appears in "Save The Date" newsletter that is sent out 12-15 times per year to announce/remind our 2800 members with regard to important upcoming conference calls, webinars, key deadline dates
- Logo appears on "Monthly Schedule/Calendar" newsletter that is sent out 12 times per year to all 2800 members to provide a full list of all important events as well as dates/deadlines for the forthcoming month or two.
- Logo appears on a "Monthly Board of Directors Membership Newsletter" that is sent to all 2800 members at the start of each month. This newsletter provides a recap of Board of Director initiatives over the course of a given month.
- Logo appears on a monthly "Communications Watch for Today's AD" newsletter that CoSIDA provides to the Executive Directors/Presidents of various divisional Athletic Directors'

Associations. Each of those Executive Directors/Presidents then determines if they want to forward that monthly version to their respective memberships.

- Listed as a supporting corporate partner/sponsor in “Communications Watch” weekly continuing education/professional development newsletter that goes to all 2800 CoSIDA members. Sent out 45-50 times per year

Web-Based Inventory

- Display logo on CoSIDA website home page
- Display logo on all linked pages from the CoSIDA home page
- Opportunity to post seven (7) company based stories/releases on CoSIDA.com over the course of the academic year via CoSIDA staff
- Display logo on CoSIDA’s Online Directory introduction page
- Display logo on all linked pages within CoSIDA’s Online Directory
- Full-page display advertisement in CoSIDA’s PDF version of its Online Directory which is emailed out to the full membership and national media reps
- Display logo on introduction page of CoSIDA’s PDF version of its Online Directory
- Linkage to corporate/firm website from CoSIDA.com
- Full-page display advertisement in CoSIDA’s E- Newsletter (CoSIDA Digest) that is distributed to all membership (2,800- plus) 8-10 times per year
- Recognized four times per year on CoSIDA.com with a “CoSIDA Highlighted Sponsor Salute of the Month” designation

Convention-Based Sponsorship

- Recognized as a “official” luncheon or social event sponsor for one of the events at CoSIDA annual convention
- Opportunity to publicly address attendees at sponsored event at convention site
- Corporate banner/signage display at sponsored event (front of room, behind head table)
- Signage display at entry area at sponsored event
- Included on banner/signage display that will appear at the convention’s general registration areas.
- Included on banner/signage display that will appear at the exhibit area.
- Complimentary single-booth space in exhibitors area at convention site
- Premium location in exhibitors area at convention site
- Two complimentary registration badges for all convention related events
- Full page advertisement in official annual convention printed program
- Logo appears on pre-convention website
- Logo printed on the convention registration badge that is provided to all attendees
- Listed in the convention registration badge program insert
- Right to provide printed materials at sponsored luncheon/social event at convention site
- Right to provide corporate based gifts at sponsored luncheon/social event at convention site
- Invitation to attend private appreciation dinner for all major sponsors with CoSIDA’s Board of Directors
- In-room TV recognition on hotel-based channel for convention (based on hotel granting that right/opportunity)
- Logo appears on post-convention website

Other Additional Inventory

- Full page display advertisement in Annual Report/Convention Review printed publication (August-September) that goes to all 2,800+ CoSIDA members
- Opportunity for either “Official Supplier or Provider” designation by CoSIDA if such language can be jointly agreed upon
- Right to use CoSIDA logo on company website/stationery

GOLD LEVEL- \$12,500 VALUE

E-Mail Blast Inventory (Direct from CoSIDA to its 2,800+ members)

- Right to have CoSIDA send-out two company-based blast emails to full membership per year
- Logo appears as a supporting corporate partner/sponsor on all news and information blast that CoSIDA sends out to membership (an average of one per week)
- Logo appears on "Monthly Schedule/Calendar" newsletter that is sent out 12 times per year to all 2800 members to provide a full list of all important events as well as dates/deadlines for the upcoming month or two.
- Logo appears on a "Monthly Board of Directors Membership Newsletter" that is sent to all 2800 members at the start of each month. This newsletter provides a recap of Board of Director initiatives over the course of a given month.
- Logo appears on a monthly "Communications Watch for Today's AD" newsletter that CoSIDA provides to the Executive Directors/Presidents of various divisional Athletic Directors' Associations. Each of those Executive Directors/Presidents then determines if they want to forward that monthly version to their respective memberships.
- Listed as a supporting sponsor in "Save The Date" newsletter that is sent out 12-15 times per year to announce/remind our 2800+ members with regard to important upcoming conference calls, webinars, key deadline dates

Web-Based Inventory

- Display logo on CoSIDA's Online Directory introduction page
- Display logo on all linked pages within CoSIDA's Online Directory
- Opportunity to post four (4) company based stories/releases on CoSIDA.com over the course of the academic year via CoSIDA staff.
- Half-page display advertisement in CoSIDA's PDF version of its Online Directory that is emailed out to full membership and national media representatives
- Display logo on introduction page of CoSIDA's PDF version of its Online Directory
- Linkage to corporate/firm website from CoSIDA.com
- Half-page display advertisement in CoSIDA's E- Newsletter (CoSIDA Digest) that is distributed to all membership (2,800- plus) 8-10 times per year
- Recognized two times per year on CoSIDA.com with a "CoSIDA Highlighted Sponsor Salute of the Month" designation

Convention-Based Inventory

- Recognized as a official luncheon or social event sponsor for one of the events at CoSIDA annual convention
- Opportunity to publicly address attendees at sponsored event at convention site
- Corporate banner/signage display at sponsored event (front of room, behind head table)
- Signage display at entry area at sponsored event
- Complimentary single-booth space in exhibitors area at convention site
- Two complimentary registration badges for all convention related events
- Half- page advertisement in official annual convention printed program
- Logo printed on the convention registration badge provided to all attendees
- Listed in the convention registration badge program insert
- Logo on pre-convention website
- Right to provide printed materials at sponsored luncheon/social event at convention site
- Right to provide corporate based gifts at sponsored luncheon/social event at convention site
- Invitation to attend private appreciation dinner for all major sponsors with CoSIDA's Board of Directors

- In-room TV recognition on hotel-based channel for convention (based on hotel granting that right/opportunity)
- Logo on post-convention website

Other Additional Inventory

- Half page display advertisement in Annual Report/Convention Review printed publication (August-September) that goes to all 2,800 members
- Opportunity for “Official Provider” designation by CoSIDA if such language can be jointly agreed upon

SILVER LEVEL- \$7,500 VALUE

E-Mail Blast Inventory (Direct from CoSIDA to its 2800 members)

- Right to have CoSIDA send out one company-based blast email to full membership per year
- Logo appears as a supporting corporate partner/sponsor on all news and information blast that CoSIDA sends out to membership (an average of one per week)
- Listed as a supporting sponsor on “Monthly Schedule/Calendar” newsletter that is sent out 12 times per year to all 2,800+ members to provide a full list of all important events as well as dates/deadlines for the forthcoming month or two.
- Listed as a sponsor on a “Monthly Board of Directors Membership Newsletter” that is sent to all 2800 members at the start of each month. This newsletter provides a recap of Board of Director initiatives over the course of a given month.
- Listed as a sponsor on a monthly “Communications Watch for Today’s AD” newsletter that CoSIDA provides to the Executive Directors/Presidents of various divisional Athletic Directors’ Associations. Each of those Executive Directors/Presidents then determines if they want to forward that monthly version to their respective memberships.

Web-Based Inventory

- Display logo on CoSIDA’s Online Directory introduction page
- Display logo on all linked pages within CoSIDA’s Online Directory
- Opportunity to post two (2) company based stories/releases on CoSIDA.com over the course of the academic year via CoSIDA staff.
- Quarter-page display advertisement in CoSIDA’s PDF version of its Online Directory that is emailed out to full membership as well as national media reps
- Display logo on introduction page of CoSIDA’s PDF version of its Online Directory
- Linkage to corporate/firm website from CoSIDA.com
- Quarter-page display advertisement in CoSIDA’s E- Newsletter (CoSIDA Digest) that is distributed to all membership (2,800-plus) 8-10 times per year
- Recognized once per year on CoSIDA.com with a “CoSIDA Highlighted Sponsor Salute of the Month” designation

Convention-Based Inventory

- Recognized as an “official” luncheon or social event sponsor for one of the events at CoSIDA annual convention
- Introduced at a luncheon and/or social event for one of the events at CoSIDA annual convention
- Corporate banner/signage display at sponsored event (side walls of room))

- Signage display at entry area at sponsored event
- 50% discount on single-booth space in exhibitor area at convention site
- One complimentary registration badge for all convention related events
- One-quarter page advertisement in official annual convention printed program
- Listed as a sponsor in the convention registration badge program insert
- Listed as a sponsor on pre-convention website
- Right to provide corporate based gifts at sponsored luncheon/social event at convention site
- Invitation to attend private appreciation dinner for all major sponsors with the CoSIDA Board of Directors
- In-room TV recognition on hotel-based channel for convention (based on hotel granting that right/opportunity)
- Logo on post-convention website

Other Additional Inventory at This Level

- One-quarter page display advertisement in Annual Report/Convention Review printed publication (August-September) that goes to all 2800 CoSIDA members
- Opportunity for “Official Provider” designation by CoSIDA if such language can be jointly agreed upon

BRONZE LEVEL- \$5,000 VALUE

E-Mail Blast Inventory (Direct from CoSIDA to its 2,800+ members)

- Listed as a supporting corporate partner/sponsor on all news and information blast that CoSIDA sends out throughout the week (an average of one per week)
- Listed as a supporting sponsor in a “Monthly Board of Directors Membership Newsletter” that is sent to all 2800 members. This newsletter provides a recap of Board of Director initiatives over the course of a given month.

Web-Based Inventory

- Opportunity to post one company based story/release per academic year on CoSIDA.com
- Display one-quarter page advertisement in CoSIDA’s PDF version of its online directory which is emailed to all membership and national media reps
- Display log appears on intro page for CoSIDA’s Online Directory
- Linkage to corporate/firm website from CoSIDA.com
- Quarter-page advertisement in each addition (8-10 per year) of CoSIDA’s E- Newsletter (CoSIDA Digest) that is distributed to all membership
- Recognized once per year on CoSIDA.com with a “CoSIDA Highlighted Sponsor Salute of the Month” designation.

Convention-Based Inventory

- Recognized as an “official” luncheon or social event sponsor at one of the convention events
- Introduced at a luncheon and/or social event for one of the events at CoSIDA annual convention
- Corporate banner/signage display at sponsored event (side walls of room)
- Signage display at entry area at sponsored event
- Listed as a contributing sponsor on pre-convention website
- 33% discount on single-booth space in exhibitors area at convention site
- One complimentary registration badge for all convention related events

- One-quarter page advertisement in official convention printed program
- Listed as a sponsor in the convention registration badge program insert
- Right to provide corporate based gifts at sponsored luncheon/social event at convention site
- Invitation to attend private appreciation dinner for all major sponsors with the CoSIDA Board of Directors
- In-room TV recognition on hotel-based channel for convention (based on hotel granting that right/opportunity)
- Logo on post-convention website

Other Additional Inventory at This Level

- One-quarter page display advertisement in Annual Report/Convention Review printed publication (August-September printing) that goes to all 2800 CoSIDA members

\$3,000 and Below Levels

\$3,000 Sponsor Level

- **Designated as “sponsor/supporter” at three total events/functions**
 - ✓ Designated as a “Supporting Sponsor” for a CoSIDA hosted luncheon or social event
 - ✓ Designated as a “Primary Supporter” for a designated CoSIDA workshop program session
 - ✓ Designated as a “Contributing Supporter” for a second designated CoSIDA workshop program session
- **Signage board recognition at each of three different events/ functions**
 - ✓ Listed as one of “Supporting Sponsors” on a signage board that will appear at the entrance of the designated CoSIDA hosted luncheon or social event
 - ✓ Listed as one of “Primary Supporters” on a signage board that will appear at the entrance of a designated CoSIDA hosted workshop program session
 - ✓ Listed as one of “Contributing Supporters” on a signage board that will appear at the entrance of a second designated CoSIDA hosted workshop program session
- Listed as a convention sponsor/supporter on the pre-convention website
- Listed as a sponsor in the official convention program that will be provided to all attendees
- Listed in the official convention registration badge insert program for each of the three events that you will be associated with as a sponsor/supporter/contributor that is provided to all attendees
- Listed as part of a blast email that will be sent to over 2,800 CoSIDA members prior to the convention that will announce the complete list of all convention sponsors/contributors
- Listed on the post convention recap website as a sponsor / supporter
- Listed in CoSIDA’s annual report, published in August/September, which is sent to all 2,800 organization members
- Included in CoSIDA’s online directory that lists all sponsors from the most recent convention
- As part of being included on CoSIDA’s online directory listing, each sponsor will have its website listed and a visitor to the CoSIDA site can link directly to the sponsor site.
- Included in “Sponsor Listing” section of CoSIDA’s PDF version of its E-Directory that is emailed out, three times per year, to all of CoSIDA’s 2,800 members as well as media representatives throughout the nation

\$1,750 Level

- **Designated as “sponsor/supporter” at two total events / functions**
 - ✓ Designated as a “Supporting Sponsor” for a CoSIDA hosted social event
 - ✓ Designated as a “Contributing Supporter” for a designated CoSIDA workshop program session
- **Signage board recognition at each of two designated events/functions**
 - ✓ Listed as one of “Supporting Sponsors” on a signage board that will appear at the entrance of the designated CoSIDA hosted social event
 - ✓ Listed as one of “Contributing Supporters” on a signage board that will appear at the entrance of a designated CoSIDA hosted workshop program session
- Listed on the pre-convention website as a sponsor/contributor
- Listed in the official convention program as a sponsor/contributor that will be provided to all attendees
- Listed in the official convention registration badge insert program that is provided to all attendees for each of the two events that you will be associated with as a sponsor/contributor that is provided to all attendees
- Listed as a sponsor/supporter as part of a blast email that will be sent to over 2,800 CoSIDA members prior to the convention that will announce the complete list of sponsors/contributors for that convention
- Listed on the post convention recap website as a sponsor/supporter
- Listed in CoSIDA’s annual report, published in August/September, which is sent to all 2,800 organization members
- Included in CoSIDA’s online directory that lists all sponsors from the most recent convention.
- As part of CoSIDA’s online directory listing, each sponsor will have its website listed and a visitor to the CoSIDA site can link directly to the sponsor site.
- Included in CoSIDA’s PDF version of its E- Directory that is emailed out, three times per year, to all of CoSIDA’s 2,800 members as well as media representatives throughout the nation

\$1,000- Level (provide \$1,000 - \$750- \$500) Below

- Listed as a sponsor in the official convention program that will be provided to all attendees
- Listed as a sponsor in the official convention registration badge insert program that is distributed to all attendees
- Designated as a “ Contributing Sponsor” for a designated social event or seminar session at the convention
- Listed on a signage board as a “Contributing Sponsor” at the entrance of a designated social event or seminar session at the annual convention
- Listed as part of a blast email that will be sent to over 2,800 CoSIDA members prior to the convention that will announce the complete list of al sponsors/contributors for that event
- Listed on the post-convention website as a sponsor of the annual convention
- Listed in CoSIDA’s annual report, published in August/September, which is sent to all 2,800 organization members
- Included in CoSIDA’s online directory that lists all sponsors from the most recent convention.
- As part of being listed in CoSIDA’s online directory listing, each sponsor will have its website address posted and a visitor to the CoSIDA site can link directly to the sponsor site.
- Included in CoSIDA’s PDF version of its E-Directory that is emailed out, three times per year, to all of CoSIDA’s 2,800 members as well as media representatives throughout the nation.