

## SPONSORSHIP OPPORTUNITIES

Join us as we celebrate Upstate Medical University!

This re-imagined gala is a thank you to Upstate's workers and staff – as well as countless community supporters – for rising to the unprecedented challenges posed by the COVID-19 pandemic. The COVID RELIEF BENEFIT CONCERT will support ongoing COVID-19 needs at Upstate Medical University resulting from the continuing coronavirus crisis.

### SPONSORSHIPS

All sponsors will receive acknowledgment in the Upstate Foundation *Donor Appreciation Report*.

#### ❑ CONCERT SPONSOR - \$15,500+

- **Acknowledged as Concert Sponsor from the stage during concert**
- **Company provides 15-second video: commercial during concert and on Upstate Foundation website**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in pre- and post-event publicity including social media
- Logo recognition on Upstate University Hospital signage and TV monitors
- Listed as Concert Sponsor in program
- Full-page program ad

#### ❑ HUMANITARIAN SPONSOR - \$10,000

- **Logo recognition during concert**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in social media
- Logo recognition on Upstate University Hospital signage and TV monitors
- Listed as Humanitarian Sponsor in program
- Full-page program ad

#### ❑ PLATINUM SPONSOR - \$8,000

- **Logo recognition during concert**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in social media
- Listed as Platinum Sponsor in program
- Half-page program ad

#### ❑ GOLD SPONSOR - \$5,250

- **Logo recognition during concert**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in social media
- Listed as Gold Sponsor in program
- Quarter-page program ad

#### ❑ SILVER SPONSOR - \$2,750

- **Name recognition during concert**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in social media
- Listed as Silver Sponsor in program
- Recognition on Concert website

#### ❑ BRONZE SPONSOR - \$1,250

- **Name recognition during concert**
- Recognition on Upstate Foundation website with link to sponsor website
- Recognition in social media
- Listed as Bronze Sponsor in program

### DEADLINE

Concert will featured on Upstate Foundation website and social media starting in September. Your sponsorship will be added to digital content as payment is received. Program deadline is October 30.

## CONTACT INFORMATION

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

## PAYMENT INFORMATION

TOTAL AMOUNT \$ \_\_\_\_\_

### ☐ CHARGE MY CREDIT CARD

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Exp. date \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

☐ **CHECK ENCLOSED.** Make payable to the Upstate Foundation.

## AD SPECS

### Deadline: NOVEMBER 2

Please provide color/cmyk ad in high resolution vector PDF or eps format. Email to [boycen@upstate.edu](mailto:boycen@upstate.edu)

Print Ad – color/cmyk ad in high resolution vector PDF or eps format

☐ **Full-page ad** – 4.5w x 7.125h"

☐ **Half-page ad** – 4.5w x 3.375h"

☐ **Quarter-page ad** – Choose horizontal or vertical:

☐ Horizontal: 4.5w x 1.625h" or ☐ Vertical: 2.125w x 3.375h"

☐ **Full-page ad** – 4.5w x 7.125h"

Logo – Vector artwork; fonts outlined