

Red, White & Boom!

2019 Sponsor Entitlements Summary

| | <u>\$300,000</u> | <u>\$100,000</u> | <u>\$50,000</u> | <u>\$25,000</u> | <u>\$10,000</u> |
|--|------------------|------------------|-----------------|-----------------|-----------------|
| | TITLE | PRESENTING | PATRIOT | LIBERTY | SUPPORTER |
| <u>Designation/Intellectual Property Rights</u> | | | | | |
| Product category exclusivity | • | • | • | | |
| Rights to use all RW&B! marks and designations | • | • | • | • | |
| Sponsor Level Designation (Title, Presenting, Patriot, Liberty, Supporter) | • | • | • | • | • |
| <u>Event Signage and On-Site Presence</u> | | | | | |
| Lightpole banner along Front Street parade route (Installed 2 weeks prior) | • | | | | |
| Repeating logo on fence banner | • | • | | | |
| Premium giveaway | • | • | | | |
| Signature Feature Exclusive (Parade, Entertainment, Children's Park) | • | • | • | | |
| Event logo prominently displayed at all media broadcast locations | • | • | • | | |
| Event logo prominently displayed at all information kiosks | • | • | • | | |
| Parade participation | • | • | • | • | • |
| Event booth/display | • | • | • | • | • |
| <u>Event Marketing & Promotions</u> | | | | | |
| Event website splash page and link | • | • | • | | |
| Press/Media releases, events, announcements | • | • | • | • | |
| Print advertising (Dispatch, Business First, 614 Magazine) | • | • | • | • | |
| Social Media Mentions/Tags | • | • | • | • | |
| TV promotional spots airing 6 weeks | 400 | 300 | 100 | 50 | 25 |
| Radio on-air mentions (mix of recorded and live) | 750 | 400 | 150 | 75 | 40 |
| <u>Event Broadcast Advertisement</u> | | | | | |
| Event logo television visible | • | • | | | |
| NBC 4 event broadcast inventory (:30 second spots) | 25 | 6 | | | |
| WNCI event broadcast inventory (:30 second spots) | 50 | 18 | | | |
| NBC4 in-program segments | 6 | 1 | | | |
| WNCI in-program segments | 6 | 1 | | | |
| <u>Hospitality</u> | | | | | |
| Exclusive Premium Hospitality @ Northbank Park Pavilion | 400 | | | | |
| VIP Parking | 200 | 50 | | | |
| Associate Hospitality @ Hospitality Village | 500 | 200 | 100 | 75 | 20 |
| <u>Event Activation</u> | | | | | |
| Backstage Pass/Fire the Cannon Experience | • | • | | | |
| Survey/contest engagement/data capture | • | • | | | |
| Product sampling/enrollment | • | • | | | |
| Social Media engagement | • | • | • | • | • |
| <u>Social Responsibility</u> | | | | | |
| Philanthropic benefactor (mutually agreeable) | • | | | | |