

# **True Colors RAINBOW LEVEL**

## **SPONSORSHIP OPPORTUNITY**

**\$10,000 (CORPORATE) \$5,000 (NON-PROFIT)**

**REACH HUNDREDS OF THOUSANDS OF POTENTIAL CUSTOMERS!**

**WHETHER YOUR GOAL IS TO INCREASE BRAND AWARENESS, TARGET A NEW MARKET, RETAIN EXISTING CUSTOMERS OR ACQUIRE NEW ONES, PARTNERING WITH TRUE COLORS BRINGS YOUR BUSINESS A FRESH, UNIQUE ADVERTISING OPPORTUNITY ALL THROUGH THE YEAR!**

- **FRONT BANNER AD ON THE TRUE COLORS WEBSITE (24/7/365 OPPORTUNITIES!)**
  - REACH OVER 1 MILLION UNIQUE AND REPEAT WEBSITE VISITORS EACH YEAR!
- **ANNUAL CONFERENCE (MARCH)**
  - ATTRACTS NEARLY 3,000 CONFERENCE ATTENDEES (YOUTH & ADULTS)
  - 2,500 RESOURCE GUIDE RECIPIENTS ANNUALLY (ADULT PROFESSIONALS)
- **CHOCOLATE AND CHEESECAKE (APRIL)**
  - OUR SIGNATURE FUNDRAISING EVENT ATTRACTS OVER 350 LGBT & ALLY ADULTS, YOUNG PROFESSIONALS, AND COMMUNITY MEMBERS
- **5 K RACE (MAY)**
  - EXPECTED TO ATTRACT MORE THAN 500 RUNNERS FROM ALL WALKS OF LIFE
- **COME OUT LAUGHING (OCTOBER)**
  - ATTRACTS MORE THAN 250 LGBT & ALLY ADULTS, YOUNG PROFESSIONALS, AND COMMUNITY MEMBERS

# True Colors RAINBOW LEVEL

## SPONSORSHIP BENEFITS

Company/Organizational Banner Ad on True Colors Website (1,000,000+ unique visitors!)
Resource Table/Store Front at all True Colors events (Gets your name out all year long!)
Opportunity to address participants at all four venues!
Full page ad in all four Event Program Guides (distributed to all attendees)
Full page ad in annual True Colors Resource Guide (more than 3,000 distributed annually and used throughout the year!)
Organizational Description in special (thank you) section of Program & Resource Guides
Public Thank you from the Main Stage at all events
Company Provided Banner hung in main program areas at all events
Company/Organizational Logo on front of all Program Guides
Company/Organizational Logo on back of Volunteer T-shirts (conference and 5K)
Company/Organizational Ad (DVD) to play multiple times during pre-event programming at all venues
Company/Organizational insert in 3,000 conference packages and all event program books
Membership in an elite group of co-sponsors in a community where customer loyalty is unparalleled!

# TRUE COLORS RESPONSE FORM\*\*

Information identified with asterisks \* will be used in True Colors Publications

Contact Name: \_\_\_\_\_ Contact Number: \_\_\_\_\_

\*Organization Name: \_\_\_\_\_

\*Organization Address:  
\_\_\_\_\_

\*Phone Number: \_\_\_\_\_ \*Email address:  
\_\_\_\_\_

\*Web site:  
\_\_\_\_\_

\*Organizational Mission/Description (250 words maximum).

**Black and White, Electronic Hi Res PDF/PNG/ or JPEG Copy (print)  
Color, Electronic Hi-Res PDF/PNG/ or JPEG (web)**

**FULL PAGE AD: 7.25 x 9.50 inches (Conference/Resource Guides, due, January 20<sup>th</sup>, 2012)**

**FULL PAGE AD: 3.62 x 4.75 inches (Chocolate and Cheesecake Guide, due, April 1<sup>st</sup>, 2012)**

**FULL PAGE AD: 3.62 x 4.75 inches (5K Guide, due, April 6<sup>th</sup>, 2012)**

**FULL PAGE AD: 3.62 x 4.75 inches (Come Out Laughing, due, October 1<sup>st</sup>, 2012)**