

## LAKEVIEW POLAR BEAR CLUB

[www.lakeviewpolarbearclub.com](http://www.lakeviewpolarbearclub.com)

Contact: Brian W. Marchal

312.307.9527 or 312.960.5239

### SPONSORSHIP LEVELS

#### Title Partner – limited to 2 organizations (\$2,500)

- **Top Visibility** on the **Lakeview Polar Bear Club(LPBC)** web page:  
[www.lakeviewpolarbearclub.com](http://www.lakeviewpolarbearclub.com)
- All LPBC marketing materials feature **your organization's logo**
- Name and logo featured prominently in any print, broadcast, or internet advertising that may exist for the program – including all promotional newsletters and emails sent out to organize and promote the event.
- Dedicated one-page write up on LPBC web page about your organization.(Provided by sponsor)
- Prominent posting of organization's promotional banner at the event and at the after-party. (banner to be supplied by sponsor)
- Mention in all media coverage including press releases, feature articles and press advisories. Media Coverage from the 2007 event includes:
  - Television news stories on all major local news stations, including: FOX, NBC, CBS, and ABC.
  - Print stories in the Chicago Tribune, the Chicago Reader, the Pioneer Press, the Chicago Red Eye, Midwest Real Estate News, and NewCity Chicago.
  - Radio broadcast story on WBBM – Newsradio 780.
  - Internet articles on numerous webpages including the Chicago Tribune, Chicago Metromix, NewCity Chicago, Midwest Real Estate News, WBBM, the Chicago Reader, FOX News Chicago.
  - New Media Marketing - mentions in many blogs and message boards.
- At promotional events, your organization's logo is displayed as **part of the LPBC marketing material**.
- Public acknowledgement at the event and at all fundraising activities.
- Right to use **LPBC** logo and promote named sponsorship level
- **Buzz Marketing** – The individuals associated with the LPBC represent over a dozen Chicagoland areas, 12 U.S. states and 7 countries spanning 4 continents. These people range from young professionals to retirees, all willing and able to spread positive words about your business or organization.

### **Premier Partner - \$1,500**

- Sponsor is promoted on the **LPBC** web page with link to sponsor's Web site.
- All LPBC marketing materials feature **your organization's logo**
- Name and logo featured prominently in any print, broadcast, or internet advertising that may exist for the program.
- Dedicated one-page write up on LPBC web page about your organization.(Provided by sponsor)
- Prominent posting of organization's promotional banner at the event and at the after-party. (banner to be supplied by sponsor)
- Mention in all media coverage including press releases, feature articles and press advisories. See above for media outlets reached during 2007 event.
- At promotional events, your organization's logo is displayed as **part of the LPBC marketing material.**
- Public acknowledgement at the event and at all fundraising activities.
- Right to use **LPBC** logo and promote named sponsorship level
- **Buzz Marketing** – The individuals associated with the LPBC range from young professionals to retirees, all willing and able to spread positive words about your business or organization.

### **Principal Partner - \$1,000**

- Sponsor is promoted on the **LPBC** web page with link to sponsor's Web site.
- All LPBC marketing materials feature **your organization's logo**
- Name and logo featured prominently in any print, broadcast, or internet advertising that may exist for the program.
- Mention in all media coverage including press releases, feature articles and press advisories. See above for media outlets reached during 2007 event.
- Public acknowledgement at the event and at all fundraising activities.
- Right to use **LPBC** logo and promote named sponsorship level
- **Buzz Marketing** – The individuals associated with the LPBC range from young professionals to retirees, all willing and able to spread positive words about your business or organization.

**Sponsor - \$500**

- Sponsor is promoted on the **LPBC** web page with link to sponsor's Web site.
- All LPBC marketing materials include **your organization's logo**
- Mention in all media coverage including press releases, feature articles and press advisories. See above for media outlets reached during 2007 event.
- Public acknowledgement at the event and at all fundraising activities.
- Right to use **LPBC** logo and promote named sponsorship level
- **Buzz Marketing** – The individuals associated with the LPBC range from young professionals to retirees, all willing and able to spread positive words about your business or organization.