

# 2009 **Way to Go!** Commuter Challenge Sponsorship Opportunities



May 4-8

- ➔ **Founding Underwriter** (\$1,000 cash, plus in-kind)
  - Prominent logo placement in all print advertisements
  - Public recognition of sponsor's efforts and achievements to help employees use alternative commuting
  - Way to Go! organizers will host a table at the sponsor's convenience to register employees and build awareness and participation
  - Permission to have sponsor identify themselves as "Founding Underwriter" of Way to Go! Commuter Challenge
  - Ability to have booth / banner / promotional presence at events
  - Exciting partnership opportunities including "special media buys" with The Point radio (details forthcoming from The Point)
  
- ➔ **Sponsor** (\$500 cash, plus in-kind)
  - Second tier logo placement on website sponsors page
  - Public recognition of sponsor's efforts and achievements to help employees use alternative commuting
  - Permission to have sponsor identify themselves as "Sponsor" of Way to Go! Commuter Challenge
  - Exciting partnership opportunities with The Point radio (see inside materials on The Point)
  
- ➔ **Media Sponsors** (\$1,500 + of in-kind services)
  - Host the exclusive week-long news series
  - Logo placement on all print materials
  - Ability to have booth / banner / promotional presence at events
  
- ➔ **Organizing Way to Go! Partners**
  - Logos displayed on all visual media with tagline "Organizing Partners"
  - Campaign works to publicly highlight our organizing partners' leadership role in this broad campaign through a variety of methods (i.e. web registrants directed to websites)
  - Organizational names listed on campaign letterhead
  - Permission to identify organization as "Organizing Partner" of campaign