

2010 **Way to Go!** Commuter Challenge Sponsorship Opportunities



May 17-21

➔ **Sustaining Partner** (\$1,000+ cash)

- First line name recognition and placement in media print materials as "Sustaining Partner"
- Prominent placement of logo on website with tagline "Sustaining Partner"
- Public recognition of sponsor's efforts and achievements
- Way to Go! organizers will host a table at the sponsor's convenience to register employees/public and build participation
- Permission to have partners identify themselves as "Sustaining Partner" of Way to Go! Commuter Challenge
- Ability to have booth / banner / promotional presence at events

➔ **Program Sponsor** (At least \$500 value of cash and/or in-kind)

- Name recognition and placement in selected print materials as "Program Sponsor"
- Logo placement on website sponsors page with tagline "Program Sponsor"
- Public recognition of sponsor's efforts and achievements
- Permission to have sponsors identify themselves as "Program Sponsor" of Way to Go! Commuter Challenge
- Ability to have booth / banner / promotional presence at events

➔ **Supporter and Organizer** (up to \$499 value of cash and/or in-kind)

- Name recognition and placement in selected print material as "Supporter"
- Logo placement on website sponsors page with tagline "Supporter"
- Permission to have supporters identify themselves as "Supporters" of Way to Go! Commuter Challenge
- Organizers participate in planning, organizing and coordinating events and activities and might contribute cash and/or in-kind resources.

➔ **Media Sponsor** (\$1,500 + of in-kind/cost saving services)

- Host the exclusive week-long news series
- Recognition in print materials and public events as "Media Sponsor"
- Logo placement on website sponsors page with tagline "Media Sponsor"
- Ability to have booth / banner / promotional presence at events