

Sponsorship Levels

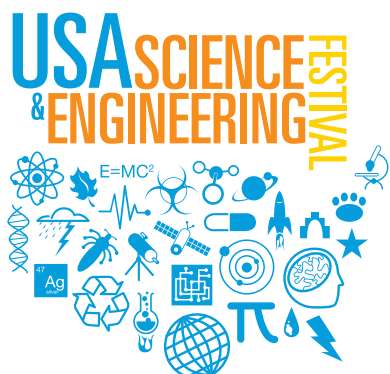
5th USA Science & Engineering Festival

	Lockheedium - > \$1,000,000	Bockium - \$500,000	Americium-\$250,000	Nobelium - \$100,000	Einsteinium - \$50,000	Krypton - \$25,000	Platinum - \$10,000	Palladium - \$5,000	Titanium - \$2,500
General Festival Recognition									
Top billing on all Festival materials	x								
Opportunity to appoint a member of the Advisory Board	x	x	x						
Number of Festival Expo Booths									
Titanium									
Palladium								1	
Platinum							2		
Krypton						4			
Einsteinium					6				
Nobelium				8					
Americium			20						
Bockium		30							
Lockheedium	TBD								
Recognition on the Festival Website									
Logo recognition on official Festival homepage	x	x	x	x					
Logo recognition on sponsor page with hyperlink	x	x	x	x	x				
Logo recognition on sponsor page without hyperlink						x	x	x	x
Exposure in Online Expo Directory									
Listing searchable by name, category or location	x	x	x	x	x	x	x	x	x
Organization logo in exhibitor profile	x	x	x	x	x	x	x	x	x
Click on booth number highlights exhibitor on floor plan with profile	x	x	x	x	x	x	x	x	x
Click on organization name to reveal profile	x	x	x	x	x	x	x	x	x
Highlighted entry in the exhibitor list	x	x	x	x	x				
Additional Image included in organization's profile	x	x	x	x					
Organization/Company description and URL in profile	x	x	x	x					
Sponsor logo on all Expo pages	x	x	x	x					
Organization video in exhibitor profile	x	x	x	x					
Special event notice in profile	x	x	x	x					
Special icon placed next to exhibitor in listing	x	x	x	x					
Banner advertisement on select pages (except floor plan)	x	x	x						
Recognition in the Festival e-Newsletter (circulation 125K)									
Logo recognition in each Festival e-newsletters with hyperlink	x	x	x	x					
Name recognition in each Festival e-newsletters					x	x			
Number of "Sponsor Highlights" in Festival e-newsletter ¹	3	2	2	1					
Recognition in Social Media									
Number of "Sponsor Highlights" on blog ¹	3	2	2	1					
Number of "Sponsor Highlights" on LinkedIn	3	2	2	1	1				
Number of dedicated Tweets	10	8	6	4	2	1	1		
Number of dedicated Facebook posts	3	2	1	1					
Number of dedicated Google+ posts	3	2	1	1					
Recognition on Print Materials									
Logo on 3,000 Festival T-shirts	x	x	x	x					
Name recognition on 3,000 Festival T-shirts					x	x	x		
Logo on 1,000 Volunteer T-shirts	x	x	x	x					
Name recognition on 1,000 Volunteer T-shirts					x	x	x		
Logo on 5000 Festival Posters to be distributed in DC area	x	x	x	x					
Name recognition on 5000 Festival Posters					x	x	x		

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Recognition during the Expo (subject to venue rules)									
Logo on Info Booth signage	x								
Logo displayed on TV screens throughout Expo grounds	x	x	x						
Logo recognition on 150K Expo Maps	x	x	x	x					
Name recognition on 150K Expo Maps					x	x	x		
Recognition in Emcee script at Expo stages	x	x	x						
Photo coverage by official Festival photographer	x	x	x						
Premium exhibit space location	x	x	x	x	x				
Recognition during Festival Events									
Logo recognition on appropriate Festival Event signage	x	x	x	x					
Name recognition on appropriate Festival Event signage					x	x			
Special recognition at opening and closing events	x	x	x	x					
Recognition during Festival Recap									
Logo recognition in Festival Recap Video	x	x							
Inclusion of video clip of your exhibit in Festival Recap Video	x	x							
Public Relations and Media Opportunities									
Recognition in TV ads in collaboration with official media partners ²	x	x	x						
Recognition in radio ads in collaboration with official media partners ²	x	x	x						
Recognition in web campaigns (banner ads etc.)	x								
Logo Inclusion in Washington Post Supplement	x	x	x	x					
Logo recognition on full-page print ads	x	x	x	x					
Name recognition on full-page print ads					x				
Name listing with hyperlink in related press releases	x	x	x						
Quote from your CEO in select press releases when appropriate	x	x							
Access to Special Events									
Reserved tickets to private sponsor event (Media Partners may receive a reduced number of tickets based on venue capacity)	30	25	20	15	10	8	4	2	1
Speaking Opportunities									
Speaking opportunity at opening event	x								
Speaking opportunity at sponsor event	x	x							
Additional Benefits									
Additional tailored benefits to be mutually agreed upon	x	x							
First right of refusal for sponsorship of future festivals	x	x							



**Sponsorship Benefits are subject to change. While we plan to deliver on all these benefits, actual benefits may vary as plans for the 5th USA Science & Engineering Festival shape up. We reserve the right to substitute benefits in case of unforeseen circumstances. All logo recognition benefits are subject to Expo venue regulations. Benefits occur on a rolling basis as the Festival unfolds. Sponsors who sign up later in the year may not be able to take advantage of all benefits.

¹ Sponsor Highlights to be written by Sponsor

²Media Partners may not be included

Note: Each exhibit space is a 10x10 foot space equipped with one 8-foot table, two chairs and one 5 amp electrical outlet. Additional charges will apply for extra tables, chairs and electrical outlets and non-standard booth configurations (Island configurations).