

Sponsorship Opportunity



A PARTNERSHIP BETWEEN SPRINGFIELD AREA ARTS COUNCIL AND ILLINOIS TIMES

Contest promotion will begin in October.

For your sponsorship commitment, your logo or image will be included in all branding (i.e., print, web, email marketing, social media, and contest page).

Print: A minimum of four 1/2 pages of print dedicated to marketing the contest. Print ads include sponsors brand logo/imagery in 28,000 copies circulated weekly.

Web ads: Minimum of 60,000 impressions delivered.

Email newsletters: An email will be sent to 20,000 opt-in addresses to get contest entries and a separate "vote for your favorite in each age category" email will also be sent to the addresses.

Social media: Ongoing posts promoting Springfield's Got Talent contest including tagging of the sponsor

Overview: The community is invited to enter the talent contest as well as vote for their favorites.

The contest is conducted utilizing the Illinois Times' online contest engine, Second Street, where participants will upload a video of their talent. They will then receive a "Thanks for entering" auto reply that would include sponsorship imagery and links to your digital platforms. After the entry deadline has ended, the contest will open for community voting. Each person that votes will also receive a message thanking them for voting which will include a message or offer from the sponsor.

Twelve winners are determined by vote count. The top talent from each category and age group will receive prizes. Sponsor is invited to offer prizes.

In addition, as a sponsor **you will receive the following** for your own use for branding, event awareness, etc.:

- The opt-in contact list of those that participate in the contest and those that vote in the contest
- 1/8-page print ad
- 300 x 250 web ad on illinoistimes.com
- 660 x 180 banner email ad in an IT weekly e-newsletter sent to 15,000 opt-in addresses

Sponsor Investment Cost: \$500 (payment made to Springfield Area Arts Council)

This can be considered as "charitable giving"

Donation of \$100-\$499 will receive a *Friend of the Arts* recognition on social media