

The Boys Project Sponsorship Packages

Platinum – \$50,000 (Exclusive Sponsorship Opportunity)

Deadline for Sponsorship Commitment: January 2, 2006

- **Limited to six (6) “Exclusive” Sponsors with only one from each marketing field.** Reserving this opportunity will be based on a first come/first serve basis. A list of industry choices will be found on the backside of the Sponsorship application page, and Exclusive Sponsors may designate up to three (3) areas of marketing exclusivity, subject to availability at time of commitment. Therefore, we encourage early responses. Exclusive Sponsors may choose their official, or “exclusive,” marketing field descriptor provided it refers to only the selected industries.
- Listed in largest print on first thank you page in “The Status of Boyhood In America” report, due for release in August of 2007. Both hard copies and digital downloads of the document will be distributed nationally. An outline of this comprehensive report’s contents is available upon request.
- An individual, specially designated Boys Project website page, listing recognition of only this company. Additionally, company logo, name, slogan, and link to the company’s website will be included on a specially designated page for all sponsors, with Exclusive Sponsor information prominently displayed in largest print on a side panel designed for highlighting our largest contributors. **Dedicated website page will remain in the company’s name for a period of two (2) years and will contain a statement comparable to: “This web page is made possible by our friends at ____.”** General sponsor listing on the second page will remain active for the same two (2) year period.
- “Mentions” in at least 50% of “The Status of Boyhood In America” press releases, nationwide, for one year. Only three (3) Exclusive Sponsors will be listed per press release, in most cases, to maximize exposure for each company. All six (6) will be included when possible. Sponsor may request specific geographic regions to best suit the company’s individual marketing needs and attempts will be made to accommodate this preference.
- “Mentions” in at least 50% of “The Status of Boyhood In America” news print ads or media interviews for one year. Three (3) Exclusive Sponsors will be mentioned at a time to maximize exposure for each company. Sponsor may request specific geographic regions to best suit the company’s individual marketing needs and attempts will be made to accommodate this preference.
- Name and logo appear on signage for one year, including, but not limited to, a banner to be used at all press conferences and program speaking engagements, when permitted, as well as fliers, quarterly newsletters, and the Boys Project annual program report.
- Company name, as a program partner, appears on a side column on the Boys Project official letterhead for a **period of two (2) years.**
- “Big Check” presentation, at the company’s request, with media photo opportunities at a Boys Project speaking engagement. Permission to use Boys Project photos in company’s annual report and other public relations activities.
- Listed as a sponsor/funder in all grant applications.

Gold - \$25,000 (Non-Exclusive Sponsorship)

Deadline for Sponsorship Commitment: January 2, 2007

- Listed on first thank you page in “The Status of Boyhood In America” report, under Exclusive Sponsors and in smaller print. This comprehensive report is due for release in August of 2007. Both hard copies and digital downloads of the document will be distributed nationally. An outline of this comprehensive report’s contents is available upon request.
- Listed in largest print (not including individual page opportunities for Exclusive Sponsors and side panel designation on general sponsorship page) on sponsorship page on the Boys Project website for one (1) year. Small logo, no link.
- Company name, as a program partner (in smaller print than Exclusive Sponsors), appears on a side column on the Boys Project official letterhead for a **period of two (2) years**.
- “Big Check” presentation, at the company’s request, with media photo opportunities at a Boys Project speaking engagement. Permission to use Boys Project photos in company’s annual report and other public relations activities.
- Listed as a sponsor/funder in all grant applications.

Silver - \$10,000 (Non-Exclusive Sponsorship)

Deadline for Sponsorship Commitment: January 2, 2007

- Listed on the top of the second thank you page in “The Status of Boyhood In America” report, in largest print. This comprehensive report is due for release in August of 2007. Both hard copies and digital downloads of the document will be distributed nationally. An outline of this comprehensive report’s contents is available upon request.
- Listed in second largest print (not including individual page opportunities for Exclusive Sponsors and side panel designation on general sponsorship page) on general sponsorship page on the Boys Project website for a period of one (1) year. No logo or link.
- Included on sponsorship page in The Boys Project annual program report. Permission to use Boys Project photos in company’s annual report and other public relations activities.
- Listed as a sponsor/funder in all grant applications that include contributions at this level of giving.

Bronze - \$5,000 (Non-Exclusive Sponsorship)

Deadline for Sponsorship Commitment: January 2, 2006

- Listed below Silver Sponsors on the second thank you page in “The Status of Boyhood In America” report, in second largest print. This comprehensive report is due for release in August of 2007. Both hard copies and digital downloads of the document will be distributed nationally.
- Listed in third largest print (not including individual page opportunities for Exclusive Sponsors and side panel designation on general sponsorship page) on general sponsorship page on the Boys Project website for a period of one (1) year. No logo or link.
- Included on sponsorship page in the Boys Project annual program report. Permission to use Boys Project photos in company’s annual report and other public relations activities.
- Listed as a sponsor/funder in all grant applications that include contributions at this level of giving.

General -\$1,000 (Non-Exclusive Sponsorship)

Deadline for Sponsorship Commitment: January 2, 2006

- Included at bottom of second thank you page in “The Status of Boyhood In America” report, in smallest print. This comprehensive report is due for release in August of 2007. Both hard copies and digital downloads of the document will be distributed nationally.
- Included in smallest print on general sponsorship listing on the Boys Project website for a period of one (1) year. No logo or link.
- Included on sponsorship page in the Boys Project annual program report. Permission to use Boys Project photos in company’s annual report and other public relations activities.
- Listed as a sponsor/funder in all grant applications that include contributions at this level of giving.