



Corporate Sponsor Benefits Strategy & Worksheet

The heart of the Champion corporate sponsor benefits model is providing high recognition benefits to sponsors. Because most sponsors are investing *marketing dollars* in corporate sponsorships, they want *marketing value* or recognition. By advertising in local media where you know specific audience sizes, you are able to show sponsors up front how many people will see their name, and consequently, charge higher for your sponsorships.

Please complete the worksheet on the next page for publications and other media in your community in which you believe it would be appropriate to advertise. When getting *printed* media distribution or subscription numbers, it is customary in the industry to multiply that number by 2.5 to determine estimated actual readership (because an average of 2.5 people will see that magazine or newspaper through a pass-along process). For estimating roadside drive-by numbers, take the daily traffic numbers provided by your D.O.T. and multiply by 1.5 to estimate total passenger impression counts.

Please provide the information on the next page to your Champion Event Coach so we can help you finalize and prepare your Corporate Sponsor Benefits Package.



BAMALAX Youth Lacrosse
athletes packed 10,000 meals for local hungry families plus orphans in Haiti in their "Feed The Need" fundraiser in May, raising over \$100,000 for meals and club needs.

BAMALAX is pleased to present this year's **2014 COMMUNITY CHAMPIONS AWARD** to the following companies. Thank you for your generous investment in the lives of young people and families throughout the greater Birmingham area and in Haiti!

<p><i>Platinum Sponsor</i></p> <p>Gedgoudas & Associates</p> <p><i>Hero Sponsor</i></p> <p>lighting solutions</p> <p><i>Partner Sponsors</i></p> <p>CHUBE</p> <p>inverness dermatology & Laser</p> <p>White Rock Quarries</p> <p>THE INDUSTRIAL ATHLETE</p> <p><i>Friend Sponsors</i></p> <p>MILOS HANDSUNDS</p> <p>BREC DEVELOPMENT</p> <p>SCHREIBER Pure Ingenuity</p>	<p>BRASFIELD & GORRIE GENERAL CONTRACTORS</p> <p>WEAR SERVICES OLD PROBLEMS. NEW SOLUTIONS</p> <p>STEPHEN BRADLEY & ASSOCIATES LLC</p>
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Corporate Sponsor Worksheet

Type of Media	Audience/Distribution Size	Publication Readership (Distrib x 2.5)	Size and Cost Per Ad
Weekly or Monthly Newspapers (especially community papers; daily papers are too expensive to typically consider)			
Local Magazines			
Chamber of Commerce Newsletters/Magazines			
Radio Stations (for ad trades: trade \$2,500 corp sponsor benefit for \$2,500 in free ads)			
Billboards (see if billboard company will do ad trade; you just cover cost of billboard skin)			
Daily Driveby Traffic at Your Location (go to your state DOT website. Multiply x 1.5 to include passengers). If you don't have a marquee, use roadside banners.			
Other			