

2018 HRCC Business Expo Sponsorship ROI



Sponsorship Level & Benefits	Investment
BRONZE sponsors get:	\$500
<ul style="list-style-type: none"> ✓ Complimentary 6' Table at May 10th Expo <i>(approx 100 exhibitors + 800 attendees)</i> ✓ Business Name* (or logo*, space permitting) on HRCC Business Expo printed materials, ads, multimedia, including: <ul style="list-style-type: none"> • Advertisements (where possible) • 2500+ Registration Brochures • 3500+ Postcards & 10,000+ Reminder Cards • Day of Show Program Book • Standing Banner sign brought to all HRCC events • E-news promoting event to 2500 email addresses 2x/month ✓ Send us your list! We will email Expo invitations and MAIL printed postcard invites for you. Lists will be kept confidential. Must be received by March 25th. ✓ 2 Tickets to HRCC's special March 15th Expo Success Breakfast ✓ Logo Ad on PowerPoint at Expo w/ other Bronze sponsors 	
SILVER sponsors get ALL OF THE BRONZE PERKS, PLUS:	\$1000
<ul style="list-style-type: none"> ✓ Business Profile on HRCC social media channels (Facebook, Twitter & LinkedIn, may include video) ✓ 4 Tickets to March 15th breakfast ✓ Logo Ad on PowerPoint at Expo - w/ other Silver sponsors 	
GOLD sponsors get ALL OF THE BRONZE & SILVER PERKS, PLUS:	\$2500
<ul style="list-style-type: none"> ✓ LOGO on all printed materials listed in Bronze ✓ 10' Booth Space OR TWO 6' tables ✓ Feature story on our Blog, shared in social media channels (Facebook, Twitter & LinkedIn, may include video) ✓ Free Electricity at Expo ✓ 6 Tickets to March 15th breakfast ✓ Logo Ad on PowerPoint at Expo - your own screen! 	
PLATINUM sponsors get ALL OF THE ABOVE, PLUS:	\$5000
<ul style="list-style-type: none"> ✓ Featured in Expo PR stories ✓ Time on microphone at the March 15th Expo Success Breakfast ✓ 8 Tickets to March 15th Breakfast 	

**Prominence and size of logo used is based on level of sponsorship.*

<p>Expo + A Night at the Races dual sponsorship opportunity! Get all the benefits of Expo BRONZE PLUS A Night at the Races Triple Crown sponsorship for only \$850. Learn more at hrcc.org/SponsorOpps. Good thru 2/5/17 only.</p>	<p>\$850 (\$1000 total value)</p>
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HRCC Business Expo 2018* Sponsorship Agreement

Please complete, print and fax to HRCC at 216-397-7353
or mail* to HRCC, 4320 Mayfield Road, Suite #212, South Euclid, OH 44121

Contact Name: _____

Company: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

10 word description of your business (kind of business, service/product you offer) for Expo Program:

PLEASE INDICATE YOUR SPONSORSHIP LEVEL:

<input type="checkbox"/> PLATINUM \$5000	<input type="checkbox"/> GOLD \$2500	<input type="checkbox"/> SILVER \$1000	<input type="checkbox"/> BRONZE \$500	<input type="checkbox"/> BRONZE + NIGHT AT RACES \$850 ^{‡*}
<input type="checkbox"/> 10' Booth Display Space with one 6' table OR <input type="checkbox"/> Two 6' Tables	<input type="checkbox"/> 10' Booth Display Space with one 6' table OR <input type="checkbox"/> Two 6' Tables	One 6' Table Included	One 6' Table Included	One 6' Table Included
Free Electricity <input type="checkbox"/> Yes <input type="checkbox"/> No	Free Electricity <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Electricity \$40	<input type="checkbox"/> Electricity \$40	<input type="checkbox"/> Electricity \$40

Total Amount Due \$ _____ ‡* See A Night at the Races agreement for add'l perks. Good thru 2/10/17 only.

Please indicate method of payment:

Check Credit Card*: Visa MasterCard AmEx Discover P.O. # _____

Card # _____ Exp. Date _____

Terms of Sponsorship:

- By signing this agreement, you agree to provide HRCC with a vector PDF of your logo, and allow HRCC to use your company name and/or logo for the purposes of promoting the HRCC 2018 Business Expo. Timely submission of logo ensures placement in all relevant media opportunities produced after date of signed agreement. Separate agreement will be sent to dual Expo + A Night at the Races sponsors. Usage will respect sponsor's brand or marketing compliance considerations of which HRCC is made aware; otherwise, HRCC has discretion over size, frequency, placement, or other use of sponsor's name/logo on 2018 Business Expo promotions.
- Sponsor's own publicity related to participation in 2018 HRCC Business Expo is by permission only, and must be in compliance with HRCC marketing standards. Permission to use HRCC branded language or marks will be granted on an individual basis.
- Rules and regulations governing sponsor's Expo display materials and day-of-show activities are the same as for all other exhibitors. Standard exhibitor expectations will be sent to you. A full packet of information to enhance your exhibitor experience will be provided at the March 15th Expo Success Breakfast.
- If using credit card for payment, your signature also authorizes us to charge you for your requested items above.
* HRCC is not liable for credit card information while form is in transit. Payments may be made securely in our office.
- Email any logo formatting questions to halle@hrcc.org
- All other questions about the Expo should be directed to info@hrcc.org, or call 216-397-7322.

Accepted by: Signature _____ Date: _____