



## 2022 Sponsor Benefits for Upstage Lung Cancer Concerts



Sponsorship Level	Donation amount	Recognized at start of concerts	Name & Logo on live concert materials	Name & logo on ULC website	Link from ULC website	Name & logo on email updates	Materials at live concert	Name & logo on concert advance materials	Appearance in programs for live events	Identified in print & digital publicity	Recognized in press interviews & press materials	Speaking opportunity at concert	Recognized in posts & videos on Social Media
<b>Presenting Sponsor</b>	\$25,000	Recognized by artists	Largest size, at top of list	Largest size, at top of list	Linked	Top of listings	Featured banner over booth & branded gift	Largest size, at top of all materials	Full page color ad with name & logo	Listed first	Recognized (uniquely) in interview. Listed first in materials	Speaker slot available at concerts	Six tweets Five YouTube posts Four Instagram posts Four Tik Tok posts Two LinkedIn posts Two Facebook posts
<b>Star Sponsor</b>	\$15,000	x	Second in size and position	Second in size and position	Linked	Second in listing	Branded gift and company materials	Second in size and position on all materials	Half page color ad with name & logo	Listed second	Listed second in press materials	x	Five tweets Five YouTube posts Three Instagram posts Three Tik Tok posts Two LinkedIn posts Two Facebook posts
<b>Headliner Sponsor</b>	\$10,000	x	Third in size and position	Third in size and position	Linked	Third in listings	Included in booth	Third in size and position on all materials	¼ page color ad with name & logo	Listed third	Listed third	x	Four tweets Four YouTube posts Three Instagram posts Two Tik Tok posts Two LinkedIn posts Two Facebook posts
<b>Producer Sponsor</b>	\$5,000	x	x	Fourth in size and position	Linked	Fourth in listings	Included in booth	Fourth in size and position on all materials	⅛ page black & white ad with name & logo	Listed fourth	x	x	Two tweets Two Instagram posts One LinkedIn post One Facebook post
<b>Director Sponsor</b>	\$3,000	x	x	Fifth in size and position	Linked	Fifth in listings	Included in booth	Fifth in position	Listed fifth	Listed fifth	x	x	Two tweets One Instagram post One Facebook post
<b>Conductor Sponsor</b>	\$1,500	x	x	Sixth in size and position	Linked	Sixth in listings	Included in booth	x	Listed sixth	Listed sixth	x	x	One tweet One Instagram post
<b>Soloist Sponsor</b>	\$1,000	x	x	Smallest size, at bottom of list	Linked	Last in listings	Included in booth	x	Listed seventh	Digital publicity only	x	x	One tweet