



# 2024 Sponsor Benefits for Upstage Lung Cancer Performances



| 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<br>Five YouTube posts<br>Four Instagram posts<br>Four Tik Tok posts<br>Three LinkedIn posts<br>Three 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<br>Five YouTube posts<br>Three Instagram posts<br>Three Tik Tok posts<br>Two LinkedIn posts<br>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<br>Four YouTube posts<br>Three Instagram posts<br>Two Tik Tok posts<br>Two LinkedIn posts<br>Two Facebook posts    |
| <b>Producer Sponsor</b>   | \$7,500         | x                               | x                                     | Fourth in size and position  | Linked                | Fourth in listings           | Included in booth                         | Fourth in size and position on all materials | ¼ page black & white ad with name & logo | Listed fourth                           | x   | x                                  | Three tweets<br>Two Instagram posts<br>One LinkedIn post<br>Two Facebook posts   |
| <b>Director Sponsor</b>   | \$5000          | x                               | x                                     | Fifth in size and position   | Linked                | Fifth in listings            | Included in booth                         | Fifth in position                            | Listed fifth                             | Listed fifth                            | x   | x                                  | Three tweets<br>Two Instagram posts<br>One Facebook post   |
| <b>Conductor Sponsor</b>  | \$3,000         | x                               | x                                     | Sixth in size and position   | Linked                | Sixth in listings            | Included in booth                         | x  | Listed sixth                             | Listed sixth                            | x   | x                                  | Two tweets<br>Two Instagram posts  |
| <b>Soloist Sponsor</b>    | \$1,500         | x                               | x                                     | Seventh in size and position | Linked                | Seventh in listings          | x   | x  | Listed seventh                           | Listed seventh                          | x   | x                                  | One tweet<br>One Instagram post  |