



2022 Sponsor Benefits for Upstage Lung Cancer Podcast and Blog



Sponsorship Level	Donation amount	Name & logo on ULC website	Link from ULC website	Name & logo on email updates	Name & logo on ULC blog	Name & logo on written materials	Identified in press materials	Recognized in press interviews	Identified in print publicity	Identified in digital publicity	Name & logo on podcast advance materials	Recognized at start of podcasts	Recognized in posts & videos on Social Media
Presenting Sponsor	\$40,000 or more	Largest size, at top of list	Linked	Largest size, at top of list	Largest size, at top of list	Largest size, at top of list	Listed first	Recognized	Listed first	Listed first	Largest size, at top of all materials	Recognized first	Six tweets Five YouTube posts Four Instagram posts Four Tik Tok posts Two LinkedIn posts Two Facebook posts
Star Sponsor	\$25,000 - \$39,999	Second in size and position	Linked	Second in size and position	Second in size and position	Second in size and position	Listed second	x	Listed second	Listed second	Second in size and position on all materials	Recognized second	Five tweets Five YouTube posts Three Instagram posts Three Tik Tok posts Two LinkedIn posts Two Facebook posts
Headliner Sponsor	\$15,000 - \$24,999	Third in size and position	Linked	Third in size and position	Third in size and position	Third in size and position	Listed third	x	Listed third	Listed third	Third in size and position on all materials	Recognized third	Four tweets Four YouTube posts Three Instagram posts Two Tik Tok posts Two LinkedIn posts Two Facebook posts
Producer Sponsor	\$10,000 - \$14,999	Fourth in size and position	Linked	Fourth in size and position	Fourth in size and position	x	x	x	Listed fourth	Listed fourth	Fourth in size and position on all materials	x	Two tweets Two Instagram posts One LinkedIn post One Facebook post
Director Sponsor	\$6,000 - \$9,999	Fifth in size and position	Linked	Fifth in size and position	Fifth in size and position	x	x	x	Listed fifth	Listed fifth	Print & email updates only; fifth in size and position	x	Two tweets One Instagram post One Facebook post
Conductor Sponsor	\$3,000 - \$5,999	Sixth in size and position	Linked	Sixth in size and position	Sixth in size and position	x	x	x	x	Listed sixth	x	x	One tweet One Instagram post