



## *2012 Tour of Light*

### **Nationwide Sponsorship Opportunities**

Children of Uganda (COU) is seeking corporate sponsorship for the 2012 *Tour of Light*. As youth ambassadors, our children will perform at community and collegiate theaters, as well as engage in educational programs at area schools and churches in select cities across the U.S. Proceeds from the *Tour of Light* help support the hundreds of orphans and vulnerable children COU serves daily.

Help us advocate for the estimated 3.5 million Ugandan orphans by becoming a **Platinum, Gold, Silver** or **Bronze *Tour of Light* Sponsor**. Find out how your tax-deductible contribution can benefit COU and your company:

#### *Platinum*      **The cost is \$50,000 and only one is available**

**This level of sponsorship includes:**

- Vehicle Signage – Your ad space will be at least 1/3 of all available media space (134,000 views)
- Three dedicated, highly visible banners at each performance. (11,000 views)
- Event host thanking your business personally at event, speaking specifically of promotion you wish (11,000 views)
- Two full pages of color ads in the program for each event (11,000 views)
- Radio and TV shout outs (40,000 views)
- Outdoor banner at each venue – Your company logo will be at least 1/3 of all available media space (110,000 views)
- Logo placement on venue’s online event announcements via website, Facebook and/or Twitter (85,000 views)
- A featured homepage banner with your logo and special recognition on the “Sponsor Thank You” tab on COU’s website at [www.childrenofuganda.org](http://www.childrenofuganda.org) (six months, 150,000 views)
- T-shirt design will include your logo. T-shirts are worn by our dance troupe children and will be available for resale at performance venues (20,000 views)
- Your logo will appear on the jewel case of our 2012 *Tour of Light* CD, which is also sold at performance venues and online (2,000 views)

**Total Ad Views: 576,400**

**Cost of Sponsorship: \$50,000**

**Cost per Thousand Views: \$86.75**

**Additional Benefits:** *Exclusive VIP passes to all ticketed shows; reception(s) with meet-and-greet upon request. High quality audio, photo and video footage available for your use.*

## **Gold** The cost is \$20,000 and only two are available

### **This level of sponsorship includes:**

- Shared banner at each performance – Your company logo will be at least 1/4 of all available media space (11,000 views)
- Event host thanking your business personally at event (11,000 views)
- 1/2 page ad in program for each event (11,000 views)
- Your logo will be featured on COU's website (six months, 150,000 views)
- Thanks and mention of special offers on COU's Facebook and Twitter (10,000 views)
- Your logo will appear on the jewel case of our 2012 *Tour of Light* CD (2,000 views)

**Total Ad Views: 197,000**

**Cost of Sponsorship: \$20,000**

**Cost per Thousand Views: \$101.52**

**Additional Benefits:** *Six VIP tickets to a performance in the Tour of Light city of your choice and one reception with a meet and greet upon request.*

## **Silver** The cost is \$10,000 and only two are available

### **This level of sponsorship includes:**

- Shared banner at each performance with your logo (11,000 views)
- Event host thanking your business personally at event (11,000 views)
- 1/4 page ad in program for each event (11,000 views)
- Your logo will be featured on COU's website (two months, 60,000 views)
- Logo inclusion on jewel case (2,000 views)

**Total Ad Views: 93,000**

**Cost of Sponsorship: \$10,000**

**Cost per Thousand Views: \$107.52**

**Additional Benefits:** *Four VIP tickets to a performance in the Tour of Light city of your choice and a meet and greet upon request.*

## **Bronze** The cost is \$5,000 and only four are available

### **This level of sponsorship includes:**

- Event host thanking your business personally at event (11,000 views)
- Logo inclusion in program for each event (11,000 views)
- Logo inclusion on jewel case (2,000 views)

**Total Ad Views: 26,000**

**Cost of Sponsorship or In-Kind Donation: \$5,000**

**Cost per Thousand Views: \$192.30**

**Additional Benefits:** *Two VIP tickets to a performance in the Tour of Light city of your choice and a meet and greet upon request.*

\*All numbers estimates only. Estimated total audience. Vehicle signage based on travel statistics provided by Gecko Sign Company at 2,400 views a day. Venue advertisements include any printed media venue uses to promote event. 3,000 per event. Radio and TV shout-outs have huge variance. Outdoor Banners viewed by drive by visibility and guests attending shows. Average of 2,000 views per show.

# 2012 TOUR OF LIGHT

Children of Uganda  
January-February 2012

## SPONSORSHIP AGREEMENT

YES! I will be a Sponsor at the following level:

___ PLATINUM	\$50,000
___ GOLD	\$20,000
___ SILVER	\$10,000
___ BRONZE	\$5,000

Print organization's name as it should be listed: \_\_\_\_\_

Contact Person and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1. Send Payment with this Agreement to: **Children of Uganda**  
**2012 Tour of Light Development Committee**  
**PO Box 659**  
**Charles Town, WV 25414**  
Phone (304) 728-7355  
Fax (304) 728-7357  
[www.childrenofuganda.org](http://www.childrenofuganda.org)

2. E-mail your logo in JPEG format to [talitha@childrenofuganda.org](mailto:talitha@childrenofuganda.org) by **Oct. 31st** for inclusion in printed media

3. Select your payment method (please circle)

**CHECK** (enclosed payable to "Children of Uganda")

**CREDIT CARD** (charge to American Express, MasterCard, or Visa)

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**IN-KIND DONATION** (list specifications)



Children of Uganda is a 501(c)(3) tax exempt non-profit organization