



INSPIRATION AWARDS : 2011

SPONSOR PROMOTIONAL BENEFITS

EVENT PROGRAM ADVERTISEMENT*

All sponsors will receive mention in the Inspiration Awards : 2011 event program. Corporate, Platinum, Gold, and Silver sponsors also receive advertisement space within the program booklet.

CORPORATE & PLATINUM

FULL-PAGE :



BLEED SIZE : 8.75" w x 5.75" h
TRIM SIZE : 8.5" w x 5.5" h

GOLD

HALF-PAGE :



BLEED SIZE : 4.375" w x 5.75" h
TRIM SIZE : 4.25" w x 5.5" h

SILVER

QUARTER-PAGE :



BLEED SIZE : 4.375" w x 2.875" h
TRIM SIZE : 4.25" w x 2.75" h

* Sponsors are responsible for providing advertisements according to their sponsorship levels by **November 15th, 2011**. Advertising artwork is accepted in high-resolution, Adobe Illustrator, Photoshop, or PDF formats only.

ONLINE & SOCIAL PROMOTIONAL METRICS

Corporate sponsors will receive prominent banner placement where possible and mention in all online Inspiration Awards : 2011 advertising and promotion.



odalc.org
9,860 Unique Visits/mo.
17,800 Page Views/mo.



inspireoakland.com
5,850 Unique Visits/mo.
12,915 Page Views/mo.



facebook.com/odalc
532 Likes
8,141 Post Views



twitter.com/odalc
twitter.com/inspireoakland
twitter.com/oaklanddigital
twitter.com/oaksocialmedia
3968 Followers



youtube.com/odalc
10,238 Views



vimeo.com/odalc
1,200 Views



flickr.com/odalc
57,320 Views

EVENT PROJECTION & MC MENTION**

Inspiration Awards : 2011 will feature a projection containing information about Oakland Digital, the 2011 honorees, and featured sponsors. Donations at the Corporate, Platinum, Gold, and Silver levels will receive the following amount of time to feature projection content of their choice. Corporate and Platinum sponsors will receive a mention at the event by Mistress of Ceremonies, Barbara Rodgers.

CORPORATE

30 Seconds

PLATINUM

20 Seconds

GOLD

10 Seconds

SILVER

5 Seconds

** Sponsors are responsible for providing projection material according to their sponsorship levels by **November 15th, 2011**. Projection material is accepted in Powerpoint, only.