

Benefits/Exposure	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Ruby \$500
Mentioned in event program (~200 community leaders)	✓	✓	✓	✓	✓	✓
Mentioned in an AYS e-newsletter (2,400+ parents, 45% open rate)	✓	✓	✓	✓	✓	
Logo on signage at event (~200 community leaders)	✓	✓	✓	✓		
Logo on invitations and webpage (3,000+ recipients)	✓	✓	✓	✓		
Post on AYS' Facebook and Twitter (Followers: FB=1,200+; Twitter=400+)	✓	✓	✓			
Mentioned in press release	✓	✓				
Donate \$10,000 match during event (Recognition during live ask)	✓					
On-stage check presentation (Photo op. with AYS President/CEO)	✓					
Speaking opportunity at event (~200 community leaders)	✓					
Logo on items sold at event (~200 community leaders)	✓					