

## Fundraising Matrix

Features	Super Sponsor	Platinum	Gold	Silver	Bronze
Annual Fee	\$2,500	\$1,500	\$1,000	\$500	\$250
Est. Total Value	\$4,770	\$3,270	\$1,714	\$950	\$341
Club bulletin: published weekly and distributed at Friday lunches. (Ad size is relative to level of sponsorship.) Sponsors get to be featured speakers!	Company name read out loud twice at meeting at sign up.	Company name read out loud at meeting at sign up.	Company name read out loud at meeting at sign up.	Company name read out loud at meeting at sign up.	
	Logo included in bulletin year round.	Logo included in bulletin year round.	Logo included in bulletin 1X/qtr.	Logo included in bulletin 2X/year.	
	Club members from company exempt from assessments. (\$30 per person value)	Club members from company exempt from assessments. (\$30 per person value)	Club members from company exempt from assessments. (\$30 per person value)	Club members from company exempt from assessments. (\$30 per person value)	
Web Site Banner Ads (Frequency is relative to level of sponsorship.)	Top Banner presence: rotated randomly with platinum customers. Super sponsors banner is rotated 1.66 times as often as Platinum Sponsor. Logo in banner with hot link to your website. (\$1890 value )	Top Banner presence: rotated randomly with other platinum customers. Logo in banner with hot link to your website. (\$1140 value )	Upper Side Banner presence: rotated randomly with other gold customers. Logo in banner with hot link to your website. (\$684 value )	Lower Side Banner presence: flows through with other silver customers. Name in banner. (\$420 value)	Bottom Banner presence: Name flows through with other Bronze customers. (\$216 value)
Golf Tournament: Annual event at Lakewood Country Club, Tullahoma.	Logo positioned on event banner and five holes. Logo larger than other sponsors (\$700 value)	Logo positioned on event banner and five holes. (\$600 value)	Logo positioned on event banner and two holes. (\$300 value)	Name positioned on event banner and one hole. (\$200 value)	Name positioned on event banner. (\$100 value)

(Relative to level of sponsorship)	Logo included in local newspaper ads and identified as Super Sponsor. Logo larger than other sponsorship levels. (\$750 value)	Logo included in local newspaper ads and identified as Platinum Sponsor. (\$500 value)	Logo included in local newspaper ads and identified as Sponsor. (\$125 value)	Name included in local newspaper ads. (\$50 value)	
	Two (2) free passes to tournament (\$150 value).	Two (2) free passes to tournament (\$150 value).	One (1) free pass to tournament (\$75 value).		
Elk River Valley 100: a bike event that draws up to 100 participants from seven states throughout the Mid-South.	Largest logo on pre-event publicity banner posted at two locations in Tullahoma and posted at event site on day of event. (\$300 value)	Logo on pre-event publicity banner posted at two locations in Tullahoma and posted at event site on day of event. (\$200 value)	Logo on pre-event publicity banner posted at two locations in Tullahoma and posted at event site on day of event. (\$100 value)	Name on event site publicity banner on day of event. (\$50 value)	Name on event site publicity banner on day of event. (\$25 value)
	Logo posted on event registration forms and marketing flyers. (\$100 value)	Logo posted on event registration forms and marketing flyers. (\$100 value)	Logo posted on event registration forms and marketing flyers. (\$100 value)	Name posted on event registration forms and marketing flyers. (\$50 value)	
	Channel 6 coverage	Channel 6 coverage			
Rotary Track Meet: Over 250 people attend this track meet.	Largest logo on pre-event publicity banner. (\$500 value)	Logo on pre-event publicity banner. (\$400 value)	Logo posted on event registration forms and marketing flyers. (\$300 value)	Name posted on event registration forms and marketing flyers. (\$150 value)	
	Name mentioned on loud speaker and thanked at the event twice. (\$300 value)	Name mentioned on loud speaker and thanked at the event. (\$150 value)			

Annual Rotary Banquet	Two (2) free invitations and reserved seating at Club's annual banquet (February) and recognized to audience. (\$50 value)	Two (2) free invitations and reserved seating at Club's annual banquet (February) and recognized to audience. (\$50 value)			
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