



## 2012 MAINE SENATORIAL CANDIDATES DEBATE

**September 13, 2012**  
**7:15 am to 10:30 am**  
**University of Southern Maine**  
**Hannaford Hall, Abromson Center**  
**Portland, Maine**

**Expected Attendance: 200**  
**Announcements: 3 emails sent to 2000 recipients**  
**Media: anticipated coverage by MPR and rebroadcast of Debate**

	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>
<b>Cost</b>	\$2000	\$1000	\$500	\$250
<b>Number Available</b>	1	2	unlimited	unlimited
<b>Pre-Event Marketing</b>	<ul style="list-style-type: none"> <li>Name on mainebiz.biz ad for 2 months (Aug, Sept).</li> <li>Logo and 50-word company description on all email invitations.</li> <li>Name on press release.</li> </ul>	<ul style="list-style-type: none"> <li>Logo on all email invitations.</li> <li>Name on press release.</li> <li>Logo on registration page.</li> </ul>	<ul style="list-style-type: none"> <li>Logo on registration page.</li> </ul>	<ul style="list-style-type: none"> <li>Logo on registration page.</li> </ul>
<b>Event Marketing</b>	<ul style="list-style-type: none"> <li>Full-page, color ad with back cover position in event program.</li> <li>Special recognition during opening remarks – with opportunity for 2-min presentation prior to debate.</li> <li>Logo (top position) on all signage at the event</li> <li>5 comp tickets with special sponsor badges</li> <li>Prominent table/booth display at event.</li> </ul>	<ul style="list-style-type: none"> <li>½-page, b&amp;w ad in event program.</li> <li>Special recognition by moderator during opening remarks.</li> <li>Logo (2<sup>nd</sup> position) on all signage at the event.</li> <li>2 comp tickets with special sponsor badges.</li> <li>Table/booth space at event.</li> </ul>	<ul style="list-style-type: none"> <li>1/4-page, b&amp;w ad in event program.</li> <li>Logo (3<sup>rd</sup> position) on all signage at the event</li> <li>Mentioned during opening remarks.</li> <li>Shared table for marketing materials at event.</li> </ul>	<ul style="list-style-type: none"> <li>Logo in event program.</li> <li>Company name listed on event signage</li> <li>Mentioned during opening remarks</li> <li>Shared table space for marketing materials at event.</li> </ul>
<b>Post-Event Marketing</b>	<ul style="list-style-type: none"> <li>List of attendees.</li> <li>Sponsor logo on post-event landing page.</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo on post-event landing page.</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo on post-event landing page.</li> </ul>	