

2008 Centennial/Dedication Sponsorships

Centennial of the Missouri School of Journalism ■ Dedication of the Reynolds Journalism Institute

Be a Part of History

On Sept. 10-12, 2008, the Missouri School of Journalism will celebrate its centennial and dedicate the Donald W. Reynolds Journalism Institute. Several thousand alumni, journalists, faculty and students from around the world plan to join in discussions about critical issues facing the industry and to help us envision the technology that will shape tomorrow's media. Prominent anchors, editors, reporters and strategic communication experts will lead these discussions.

You are invited to reach this influential audience through a variety of sponsorship opportunities.

For more information, please contact Colin Kilpatrick, executive director of advancement, Missouri School of Journalism, at 573-884-4803 or kilpatrickc@missouri.edu.

Please return this form to:

Missouri School of Journalism
Office of Development
103 Neff Hall
Columbia, MO 65211
FAX: 573-884-2430

Advertising specifications for official program booklet:

Full Page: 3.75" W x 6.75" H
Half Page: 3.75" W x 3.25" H

Please submit a high-quality CMYK PDF by July 15, 2008, to kilpatrickc@missouri.edu.



Please check level (see reverse side for sponsorship benefits).

- Platinum Level Sponsor** \$25,000
- Gold Level Sponsor** \$10,000
- Silver Level Sponsor** \$5,000
- Bronze Level Sponsor** \$2,500

Company Name

Contact

Address

City/State/Zip

Phone

Fax

Contact E-Mail Address

Choose a Method of Payment:

- My enclosed check is payable to the **Missouri School of Journalism**
- Bill me at the address above
- I wish to pay by credit card (circle one):



Card number: _____/_____/_____/_____ Exp. Date: _____

Name as it appears on card: _____

Signature

Date

In accordance with IRS guidelines, 2008 Centennial/Dedication Sponsorships are tax-deductible, excluding payments which constitute the acceptance of products or services. Including an advertisement with a sales message in the official program booklet and/or accepting registration packages will reduce the qualifying charitable deduction (see reverse side).

To receive full charitable credit, my company:

- waives the right to include an advertisement in the centennial program, opting instead to include only our company logo and congratulatory message.
- declines to accept the 2008 registration packages

	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Event Exposure	<p>Prominent logo on banner in School's registration/information room</p> <p>Prominent logo on banner at Mizzou Arena, site of the two evening events</p> <p>Prominent logo on posters, table tents and other signage at the Sept. 10 J-School Barbecue Bash and the Sept. 12 Taste of Mizzou Mixer</p> <p>Sponsor introduced and recognized during the Wednesday, Sept. 10, and Friday, Sept. 12, evening programs</p> <p>Prominent logo on posters at campus and Mizzou Arena activities</p>	<p>Sponsor recognized during the Wednesday, Sept. 10, and Friday, Sept. 12, evening programs</p> <p>Logo on posters at campus and Mizzou Arena activities</p>	<p>Logo on posters at campus and Mizzou Arena activities</p>	<p>Logo on posters at campus and Mizzou Arena activities</p>
Print	<p><i>OPTION 1: Full-page, full-color advertisement with sales message in the official centennial/dedication program, with preferred placement (\$7,500 value)</i></p> <p>OR</p> <p>OPTION 2: Full-page, full-color <i>congratulatory message</i> with logo in centennial/dedication program, with preferred placement</p>	<p><i>OPTION 1: Full-page, full-color advertisement with sales message in the official centennial/dedication program (\$5,000 value)</i></p> <p>OR</p> <p>OPTION 2: Full-page, full-color <i>congratulatory message</i> with logo in centennial/dedication program</p>	<p><i>OPTION 1: 3/4-page, full-color advertisement with sales message in the official centennial/dedication program (\$2,500 value)</i></p> <p>OR</p> <p>OPTION 2: 3/4-page, full-color <i>congratulatory message</i> with logo in centennial/dedication program</p>	<p><i>OPTION 1: 1/2-page, full-color advertisement with sales message in the official centennial/dedication program (\$1,000 value)</i></p> <p>OR</p> <p>OPTION 2: 1/2-page, full-color <i>congratulatory message</i> with logo in centennial/dedication program</p>
Web	<p>Sponsor mention in e-newsletters distributed to approximately 20,000 alumni and friends of the School</p> <p>Prominent "Platinum Sponsor" recognition on the sponsors' page of the 2008 Web site, with link</p>	<p>Special "Gold Sponsor" recognition on the sponsors' page of the 2008 Web site, with link</p>	<p>"Silver Sponsor" recognition on the sponsors' page of the 2008 Web site, with link</p>	<p>"Bronze Sponsor" recognition on the sponsors' page on the 2008 Web site, with link</p>
Media	Sponsor mention in press releases			
Promotional Material	Sponsor logo on t-shirts to be worn by volunteers at the 3-day event	Sponsor logo on t-shirts to be worn by volunteers at the 3-day event		
Direct Participation	<p>Reserved seating at Sept. 10 and Sept. 12 evening programs at Mizzou Arena</p> <p><i>Eight registration packages which include admission to all centennial/dedication activities; eight tickets to the Sept. 10 J-School Barbecue Bash; eight tickets to the Sept. 12 Taste of Mizzou Mixer (\$1,600 value)</i></p> <p>Two t-shirts or hats with special 2008 centennial mark</p>	<p>Reserved seating at Sept. 10 and Sept. 12 evening programs at Mizzou Arena</p> <p><i>Six registration packages which include admission to all centennial/dedication activities; six tickets to the Sept. 10 J-School Barbecue Bash; six tickets to the Sept. 12 Taste of Mizzou Mixer (\$1,200 value)</i></p> <p>Two t-shirts or hats with special 2008 centennial mark</p>	<p><i>Four registration packages which include admission to all centennial/dedication activities; four tickets to the Sept. 10 J-School Barbecue Bash; four tickets to the Sept. 12 Taste of Mizzou Mixer (\$800 value)</i></p> <p>Two t-shirts or hats with special 2008 centennial mark</p>	<p><i>Two registration packages which include admission to all centennial/dedication activities; two tickets to the Sept. 10 J-School Barbecue Bash; two tickets to the Sept. 12 Taste of Mizzou Mixer (\$400 value)</i></p> <p>Two t-shirts or hats with special 2008 centennial mark</p>

Acceptance of these items will reduce qualifying charitable deduction by indicated value.