

Richmondspotlight.com Sponsor Opportunities

Contact information:

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1. EVENT SPONSORSHIP

RichmondSpotlight.com offer free event listing on our website event calendar for clients who would like to advertise their events at no charge. To add your event, go to www.richmondspotlight.com click on "Post Your Event".



2. MEDIA (ADVERTISING) SPONSORSHIPS

SPONSORSHIP VALUE

RichmondSpotlight.com uses advertising dollars as sponsorship dollars. Therefore, the amount of sponsorship dollars allocated is based on the perceived value of the product or advertising exposure.

- The larger the **Quantity**, or greater the **Market or length of time** the larger the sponsorship.
- Sponsorship will vary from 20% to 30%. We do not provide sponsorship dollars for more than 30% of the cost.
- Our staff will design a banner, email campaign, and/or use an image that you have provided.

TIMELINE: Request for sponsorship must be a **minimum of 3 months** of service and received in a minimum 10 business days prior to the advertising start date of the event, project, campaign, outreach or promotion.

EXPOSURE	
<p><u>Feature Spotlight Sponsor ad</u></p> <p>Our largest and most visible ad located on the Home page.</p> <ul style="list-style-type: none"> - Up to 4 emails sent to subscribers per month. - 2 ad updates per month. - Size: 550w x 200h in pixels. <p>Monthly Value = \$460 (E-Blast) Value = \$620 (Newsletter)</p>	
<p><u>Side Banner Sponsor ad</u></p> <p>A large Tower banner located on the right side of the Home page.</p> <ul style="list-style-type: none"> - Up to 4 emails sent to subscribers per month. - 2 ad updates per month. - Size: 180w x 150h in pixels. - Optional Flash (rotating ad) - additional cost \$40 per ad <p>Monthly Value = \$430</p>	
<p>Requirements and limitations:</p> <ol style="list-style-type: none"> 1. Richmondspotlight.com logo on event promotional items such as fliers, websites and radio ads. 2. Opportunity to set up Richmondspotlight.com banner (advertisement) at the venue. 3. For events - Complimentary tickets or VIP access. 4. If there is an artist performing, the artist at the said event must have a confirmed contract signed. 5. RichmondSpotlight.com, do not provide 100% Sponsorship. 	