



THE MENTORING
PARTNERSHIP OF
SOUTHWESTERN
PENNSYLVANIA

Help us
make the magic



THE MAGIC OF MENTORING SUPPORTER PROSPECTUS

RECOGNITION EVENT

Thursday, October 29, 2009 • 5:30-9 PM

Heinz Field • East Club Level

2009 Thieman Awardees | The Burke Family | Charlie, Patsy, Steve & Chip

Serving our community since 1995, the mission of The Mentoring Partnership of Southwestern Pennsylvania has been to expand the quality of mentoring in this region. We believe that with the help and guidance of an adult mentor, children can discover how to unlock their potential and achieve their goals. Help us celebrate the Magic of Mentoring. Details on the many ways you can be a Magic of Mentoring Supporter are listed on the following pages.

SPONSORSHIP LEVELS



Diamond Sponsor

\$12,500

- Large, full-color Web banner on The Mentoring Partnership of SW PA new website from from October 2009-October 2011 (the site averages 18,000 hits per month)
- Logo on the Magic of Mentoring printed and electronic invitation and event reminders (6,000 are invited to this event and 800 attend)
- Logo and written recognition in *Mentoring Matters* newsletters (8 issues with an audience of 6,000 readers per issue)
- Recognition at the event via announcements, program, signage and video display
- Full-page, black & white ad on program inside back cover
- 30 tickets to The Magic of Mentoring event

SPONSORSHIP LEVELS



Platinum Sponsor

\$10,000

- Small, full-color Web banner on The Mentoring Partnership of SW PA new website for two years (the site averages 18,000 hits per month)
- Logo on the Magic of Mentoring printed and electronic, invitation and event reminders (6,000 are invited to this event and 800 attend)
- Logo and written recognition in *Mentoring Matters* newsletters (8 issues with an audience of 6,000 readers per issue)
- Recognition at the event via announcements, program, signage and video display
- Full-page, black & white ad in program (premium placement)
- 25 tickets to The Magic of Mentoring event

Gold Sponsor

\$7,500

- Written recognition in the Magic of Mentoring printed and electronic save the date notice, invitation and event reminders (6,000 are invited to this event and 800 attend)
- Logo and written recognition in *Mentoring Matters* newsletters (4 issues with an audience of 6,000 readers per issue)
- Written recognition at the event via announcements, program, signage and video display
- Full-page, black & white ad in program (premium placement)
- 20 tickets to The Magic of Mentoring event

Silver Sponsor

\$5,000

- Logo and written recognition at the event via announcements, program, signage and video display
- Half-page, black & white ad in program (premium placement)
- 15 tickets to The Magic of Mentoring event

Bronze Sponsor

\$2,500

- Logo and written recognition at the event via announcements, program, signage and video display
- Quarter-page, black & white ad in program (premium placement)
- 10 tickets to The Magic of Mentoring event

10:29:2009

PROGRAM ADS

FULL PAGE | \$500

SPECS:

- 6" W x 10.5" H
- All files need to be either Grayscale or Black and White ONLY
- **Acceptable format is:**
High resolution (300 dpi/150 lpi) PDF (broken out into Black or screens of Black, NO RGB, CYMK, or PMS colors, no crop marks).
- No bleeds; files to exact size
- Outlined/Rasterized Fonts
- All graphics embedded
- Please provide all contact info in case of problems with file(s)
- **Unacceptable formats are:**
Tiff; EPS; PSD; JPEG; GIF; or MS Word files

TIMELINE:

- Artwork Deadline:
October 1, 2009
- Email artwork along with any questions to:
Traci Borsch:
412-894-8600 or
traci@perfectplanit.com

HALF PAGE 1
3" W x 10.25" H

HALF PAGE 2
6" W x 5.125" H

PROGRAM ADS

HALF PAGE | \$250

SPECS:

- **1** | 3" W x 10.5" H **OR**
2 | 6" W x 5.125" H
- All files need to be either Grayscale or Black and White ONLY
- **Acceptable format is:**
High resolution (300 dpi/150 lpi) PDF (broken out into Black or screens of Black, NO RGB, CYMK, or PMS colors, no crop marks).
- No bleeds; files to exact size
- Outlined/Rasterized Fonts
- All graphics embedded
- Please provide all contact info in case of problems with file(s)
- **Unacceptable formats are:**
Tiff: EPS; PSD: JPEG; GIF; or MS Word files

TIMELINE:

- Artwork Deadline:
October 1, 2009
- Email artwork along with any questions to:
Traci Borsch:
412-894-8600 or
traci@perfectplanit.com

10:29:2009

QUARTER PAGE 1
3" W x 5.125" H

QUARTER PAGE 2
6" W x 2.562" H

PROGRAM ADS

QUARTER PAGE | \$150

SPECS:

- **1** | 3" W x 5.125" H **OR**
- **2** | 6" W x 2.562" H
- All files need to be either Grayscale or Black and White ONLY
- **Acceptable format is:** High resolution (300 dpi/150 lpi) PDF (broken out into Black or screens of Black, NO RGB, CYMK, or PMS colors, no crop marks).
- No bleeds; files to exact size
- Outlined/Rasterized Fonts
- All graphics embedded
- Please provide all contact info in case of problems with file(s)
- **Unacceptable formats are:** Tiff; EPS; PSD; JPEG; GIF; or MS Word files

TIMELINE:

- Artwork Deadline: **October 1, 2009**
- Email artwork along with any questions to:
Traci Borsch:
412-894-8600 or
traci@perfectplanit.com



Invitation & Program Book Logo Guidelines

- **Preferred format:** Vector art, saved as .eps or .ai version CS2 or less, 1 color.
- **OTHER acceptable formats are:** Hi-RES PDF (broken out into Black or screens of Black, NO RGB, CYMK, or PMS colors, no crop marks); Tiff, EPS or PSD.
- **Unacceptable formats are:** JPEG; GIF; or MS Word
- Outlined/Rasterized Fonts
- All graphics embedded
- Please provide all contact info in case of problems with file(s)

TIMELINE:

- Artwork Deadline **for Invitation:** **Monday, June 15, 2009**
- Artwork Deadline **for Program Book:** **Thursday, October 1, 2009**
- Email artwork along with any questions to:
Traci Borsch | 412-894-8600 or traci@perfectplanit.com

CREATIVE FILE SIZE AND FORMAT

Sponsor Level	Media	Type	Frequency
Diamond	MP Website	Large, full-color banner ad with link to URL	24 months
Platinum	MP Website	Small, full-color banner ad with link to URL	24 months

GUIDELINES:

- Ads may not employ any animation of any graphic, copy or background element(s). Rich media ads are not permitted.
- Browser back button may not be disabled. Site visitors must be permitted to return to site via the browser back button.

AD SUBMISSION:

- Send e-mail to: **traci@perfectplanit.com**
- Please include "MP Ad Creative Submission" in the subject line of the e-mail.

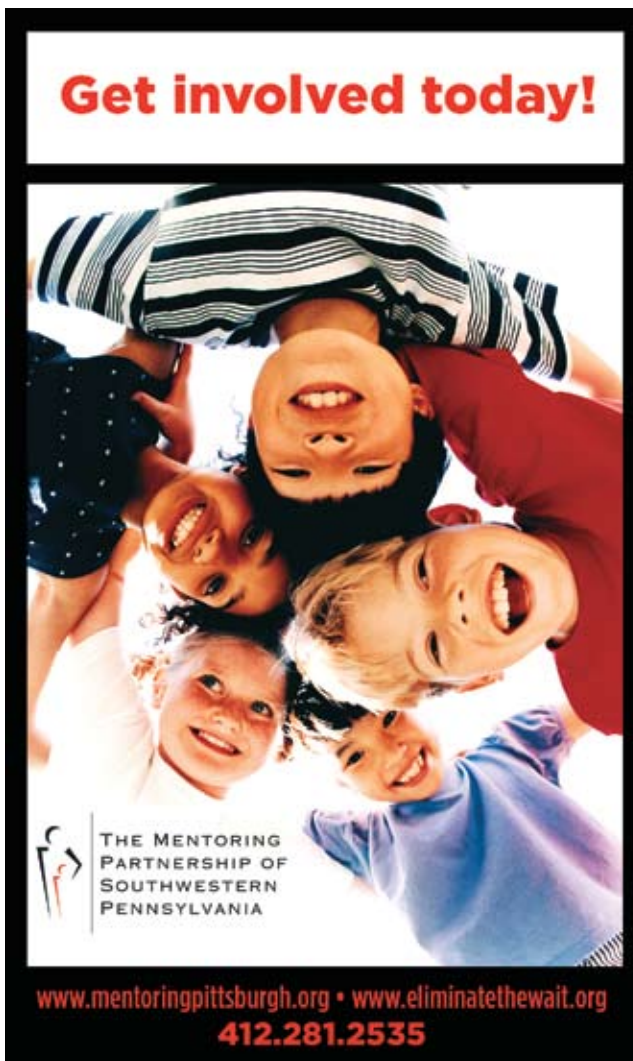
TIMELINE:

- Artwork Deadline: September 7, 2009
- Email artwork along with any questions to: Traci Borsch: 412-894-8600 or **traci@perfectplanit.com**

SMALL BANNER | 234 pixels W X 60 pixels H:



LARGE BANNER | 240 pixels W X 400 pixels H:



10:29:2009



First Name: _____

Last Name: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

SPONSORSHIP LEVEL		
<input type="radio"/> Diamond.....	\$ 12,500.00	\$
<input type="radio"/> Platinum.....	\$ 10,000.00	\$
<input type="radio"/> Gold.....	\$ 7,500.00	\$
<input type="radio"/> Silver.....	\$ 5,000.00	\$
<input type="radio"/> Bronze.....	\$ 2,500.00	\$
PROGRAM ADS ARTWORK DEADLINE OCTOBER 1, 2009		
<input type="radio"/> Full Page.....	\$ 500.00	\$
<input type="radio"/> Half Page 1 (3" W x 10.25" H).....	\$ 250.00	\$
<input type="radio"/> Half Page 2 (6" W x 5.125" H).....	\$ 250.00	\$
<input type="radio"/> Quarter Page 1 (3" W x 5.125" H).....	\$ 150.00	\$
<input type="radio"/> Quarter Page 2 (6" W x 2.562" H).....	\$ 150.00	\$
FRIENDS OF THE BURKES		
<input type="radio"/> \$500 Includes 2 tickets to the event and a listing in the program		\$
EVENT TICKETS		
<input type="radio"/> _____ Number of tickets for event @ \$100 per ticket <i>NOTE: Tax deductible value of each ticket is \$35.</i>		\$
TOTAL		\$
PAYMENT OPTIONS: <i>(Please note type of payment and provide either check or credit card number)</i>		
<input type="radio"/> Check (Payable to "The Mentoring Partnership of Southwestern PA")		
<input type="radio"/> Credit Card		
Credit Card # _____		
Expiration date _____ / _____ / _____		
Name as it appears on card _____		
Billing Street Address: _____		
City: _____ State: _____ Zip: _____		
Mail form and check(s) to: The Mentoring Partnership of Southwestern PA 2934 Smallman Street • Second Floor Pittsburgh, PA 15201		