



PARTY SPONSORSHIP OPPORTUNITIES

**Thursday, July 21, 2011
Chase Center**

**DELAWARE
TODAY®**



Event: The 23rd Annual Best of Delaware® Party

Date: Thursday, July 21, 2011

Time: 6:00 pm to 9:00 pm

Preview Party: 5:00 pm to 6:00 pm

Location: Chase Center

Tickets: \$75 Preview Party, \$70 at the door, \$55 in advance, \$50 for groups of 10+

The Best of Delaware® Party is a fun event that celebrates excellence and raises funds for worthy local causes. It continues to be one of the most popular events in the state. The people, places, services and restaurants that have received an esteemed Best of Delaware® award use this night to showcase why they are worthy of their title. Guests are excited to get out, see old friends, make new ones, dance, drink, and sample the vast array of delicious food and enjoyable products offered by our winners.

The Location

Located on Wilmington, Delaware's revitalized riverfront, the Chase Center is the largest special event facility in the Brandywine Valley. The Chase Center offers many first-class amenities that give our participants and attendees a supreme experience.

The Audience

Best of Delaware® continues to be one of the most popular events in the state with an attendance of over 2,200 guests. The Best of Delaware® is also one of the few events that truly attracts a statewide audience and more.

Our audience is not only large but highly desirable:

- 50.5% have an annual household income of \$100,000 or more.
- 86.4% have an annual household income of \$50,000 or more.

Callahan Research 2007

They are interested in the products and services they find at the Best of Delaware®:

- 92.9% of attendees said they plan to patronize a participating restaurant or exhibitor as a result of attending the Best of Delaware® Party.

Callahan Research 2007

Primary residence:

- 39.9% New Castle County
- 31.7% Kent County
- 12.5% Sussex County
- 5.7% Pennsylvania
- 10.3% Maryland, New Jersey, Other

Callahan Research 2007



The Promotion

Promotion for the Best of Delaware® Party begins in February and slowly builds until July when there is a heavy saturation. This Party is promoted statewide in almost every advertising vehicle available including TV, billboards, radio, Internet, newspapers, magazines, posters, postcards, flyers, direct mail, e-mail and social media. Participating restaurants also put out over 500 tent cards on their dining room tables.

The event is also promoted through several important organizations including the various chambers, the charities, and other business organizations. No opportunity is missed to let people know about the Best of Delaware® Party and your sponsorship of it.

Don't miss these deadlines!

- 1/18 Promotion in Delaware Today's March issue closes.
- 2/15 Promotion in Delaware Today's April issue closes.
- 3/15 Promotion in Delaware Today's May issue closes.
- 4/12 Promotion in Delaware Today's June issue closes.
- 5/15 Promotional Campaign in other print publications begins.
- 5/17 Promotion in Delaware Today's July issue closes.
- 6/1 Posters, postcards and flyers printed.
- 7/21 It's time to Party!

The Benefits of Community Involvement

The primary goal of the Best of Delaware® Party is to raise money for the beneficiaries. Delaware Today is proud to be working with three nonprofit organizations this year that make a positive difference for the people, especially the children and families, living in the state of Delaware: Boys & Girls Clubs of Delaware, Nemours/Alfred I. duPont Hospital for Children, and the Ronald McDonald House of Delaware are the beneficiaries for 2011.

As a sponsor of a significant charitable fundraising event like Best of Delaware®, your company receives the following benefits:

- Enhanced reputation as a positive, caring corporate citizen in the local community.
- Identification with an important Delaware cause that helps children.
- Strengthened perception of social responsibility.

Research indicates that consumers have a more favorable image of companies associated with a cause.

- 83% of consumers have a more positive image of a company associated with a good cause.
- 66% of consumers would be more likely to switch brands or retailers to be associated with a good cause.

Source: Cone/Roper Cause- Related Marketing Trend Report.

2011 Beneficiaries

Boys & Girls Clubs of Delaware | www.bgclubs.org



BOYS & GIRLS CLUBS
OF DELAWARE

Mission Statement

The Boys & Girls Clubs of Delaware is part of a nationwide movement whose mission is to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens.

- The Boys & Girls Clubs of Delaware is the largest licensed provider of before- and after-school care in the State of Delaware.
- We partner with 13 of the state's 16 school districts to provide educational services and curriculum-based learning at 24 schools to supplement what children are learning in the classroom.
- 42 club sites are located throughout the state and currently serve more than 32,000 children per year – 20% of school-aged children in the state. The demand for Boys & Girls Clubs services, however, greatly exceeds our ability to provide them.
- Clubs provide quality programs focusing on educational enhancement, physical education, and character building for a low annual membership fee of \$15.
- Boys & Girls Clubs programming works.
 - 87% of Club kids graduate from high school, compared to 66% nationwide.
 - 25% of Club kids graduate from college, compared to the national average of 16%.
 - Police reports indicate that juvenile crime drops as much as 64% when a new club opens.
 - Youth who participate in Boys & Girls Clubs educational programming see their GPAs increase by 15% overall.

Nemours/Alfred I. duPont Hospital for Children | www.nemours.org/give



Our Mission

To provide leadership, institutions and services to restore and improve the health of children through care and programs not readily available, with one high standard of quality and distinction regardless of the recipient's financial status.

Ronald McDonald House of Delaware | www.rmhde.org



Our Mission ... To provide nurturing and supportive environments and services to directly improve the health and well being of children and to bring comfort to their families.

Our Vision ... Supporting families to reach the hope of tomorrow from the challenges of today.

Charitable Contribution

A portion of the sponsorship proceeds after expenses will be contributed to the selected charities. In 2010, a total of \$46,000 was donated to charity.



2011 Grant Recipients

DASEF (Delaware AeroSpace Education Foundation) | www.dasef.org



For over 20 years, through exciting and entertaining learning experiences for schools, children and their families, DASEF (Delaware AeroSpace Education Foundation) has prepared over 351,000 people in the Delaware Valley to become thinkers, problem solvers and leaders who take pride in their work. DASEF's home, the Environmental Outpost, is centrally located in the middle of the state and is easily accessible to all Delawareans. The non profit continues to provide innovative, interdisciplinary content areas that use Earth and Space as a broad, motivational framework for teaching Science, Technology, Engineering and Mathematics (STEM) and non-traditional career choices to all children and teachers. The DASEF vision is constructed upon the concept that "Wisdom Begins with Wonder." Building on natural curiosity about the world we live in and enriching classroom activity with real-life experience, learning becomes more significant as its application becomes more recognizable.

Delaware Guidance Services for Children & Youth, Inc. | www.delawareguidance.org



Delaware Guidance Services for Children & Youth, Inc. exists to provide quality mental health services for children, youth and their families. They believe that all children have a right to positive mental health and should have access to quality therapeutic care, regardless of their ability to pay.

There are many reasons families seek assistance from DGS: Behavioral problems, impulse control problems such as ADHD, family conflicts, divorce-related issues, troubles in school, and substance abuse. Other reasons may include a child's destructive behavior, such as setting fires, vandalizing property, or violence against self or others.

Delaware Guidance Services provides many services including a day-treatment program, a 24-hour crisis line and respite bed care for children in crisis. They also work with Christina School District to help students at risk for school failure. DGS has developed a treatment program for children and their parents in families with an AIDS victim. And they work with victims of incest and other sexual abuse and their families.

Many children and families decide on their own to come to Delaware Guidance Services; others are referred by schools, doctors, community organizations, or other agencies. DGS served nearly 15,000 families in 2002, up from approximately 3,900 in 1994. Over the next 10 years, DGS expects to serve one out of every 10 families in the state of Delaware.



Event Marketing

Event marketing is one of the best ways to reach consumers. Consumers that have seen or heard about your product finally get a chance to hold it, touch it, taste it, and experience it at an event. Events are where your branding campaign meets real life.

As a sponsor at any level you get the following benefits:

- Involvement with one of the most well-established events in Delaware.
- Increased visibility and awareness of your company's products and services.
- Opportunity to market to new and existing customers.
- On-site distribution of promotional literature and sampling opportunities.
- Cross-promotion opportunities with other sponsors.

Party Passport

Unique to the Best of Delaware® Party is the Party Passport. Guests receive a Party Passport when they arrive and they must visit each sponsor's booth at the event to have their Passport stamped. Guests turn in their completed Passports to Delaware Today and one lucky person's Passport is drawn to win a vacation.

Testimonials from Previous Parties

"I was delighted with the event. I loved the exposure. I feel we have a great relationship [with] you and your magazine which we want to continue. Delaware Today does an excellent job representing Delaware and I am glad we are a part of it. Your event was excellent and I hope to be a part of it next year. Great Job!!!!!"

Charles Burton of i.g. Burton, 2005-2008 & 2010 sponsor

"We were thrilled to be recognized as one of the Best of Delaware® this year, and cannot say enough about how great the event was! The Best of Delaware® Party was a big hit. We were so glad to be able to greet our Delaware Today readers who are already fans of PBE and the most exciting part was the opportunity to meet new customers as well. Just another way to reach our targeted market, Delaware Today's great events."

Betsy LeRoy, Pizza by Elizabeths, 2006 winner

"I have always been fond of the recognition you give to those businesses in our community who strive to be the best not only at what they do, but how they do it as well. Some would say customer service and pride in your work is a dying breed, unless they were at the Best of Delaware® Party or read July's issue of Delaware Today! All of the recipients seemed to shine with pride, ready to offer a kind smile, and armed with food, drink, or product to show they were 110% deserving of this coveted honor!"

Krissy Deskiewicz, 2005 attendee

"We have gained so many good customers because of the show."

Rock Mountain Chocolate Factory 2010

Party Pictures!



CALL US TODAY TO BE A PART OF THIS EVENT! 302.504.1326 | sales@delawaretoday.com

Thank You Reception



CALL US TODAY TO BE A PART OF THIS EVENT! 302.504.1326 | sales@delawaretoday.com



Sponsorship Levels

\$20,000 EXCLUSIVE DIAMOND SPONSOR *Only One Spot Available*

Multimedia benefits:	Value:
Full-page, color ad in the Best of Delaware® section of the July issue.	4970
Exclusive 7-second tagline on all Comcast Cable commercials.	9000
Company name recognition on all Comcast Cable commercials.	5000
Company name recognition as a sponsor on all radio commercials.	2400
Leaderboard with hotlink on event web page.	2800
Customized Web Page in the resource section of delawaretoday.com.	500
Company logo with hotlink on event web page.	300
Brand recognition benefits:	Value:
Company logo on all print advertising in newspapers, chamber inserts, and magazines.	5250
Company logo on billboards throughout the state.	2100
Exclusive sponsor with company logo on tickets printed for event.	1000
Exclusive sponsor with company logo on goodie bags given to each guest at the Party.	110
Company logo on full-color, glossy promotional ads in Delaware Today.	4200
Company logo on 4,000 flyers, posters, and save-the-date cards.	788
Company logo on 600 table tent cards displayed at winning restaurants.	158
Premium position for company logo on 6,000 direct mail invitations.	1260
Company logo on e-blasts and fax blasts.	1050
Company logo on full-color, glossy thank you ads in Delaware Today.	1575
Event marketing benefits:	Value:
Premium exhibit space in multiple locations to directly market to all guests.	1050
Premium space in three locations to display company banners.	788
Logo on Party Passport with your booth as a destination for the scavenger hunt.	1050
50 tickets to the Preview Party.	3750

Total Value: 49,099 | Your Cost: \$20,000

\$16,000 PLATINUM SPONSOR *Exclusivity by Industry*

Multimedia benefits:	Value:
Full-page, color ad in Best of Delaware® section in Delaware Today's July issue.	4970
Company name recognition on all Comcast Cable commercials (pending top level sponsorship).	5000
Company name recognition as a sponsor on all radio commercials.	2000
Skyscraper with hotlink on event web page.	1400
Customized Web Page in the resource section of delawaretoday.com.	500
Company logo with hotlink on event web page.	300
Brand recognition benefits:	Value:
Company logo on all print advertising in newspapers, chamber inserts, and magazines.	5250
Company logo on billboards throughout the state.	2100
Company logo on full-color, glossy promotional ads in Delaware Today.	4200
Company logo on 4,000 flyers, posters, and save-the-date cards.	788
Company logo on 600 table tent cards displayed at winning restaurants.	158
Company logo on 6,000 direct mail invitations.	1260
Company logo on e-blasts and fax blasts.	1050
Company logo on full color, glossy thank you ads in Delaware Today.	1575
Event marketing benefits:	Value:
Double-booth exhibit space in a single location to directly market to all guests.	788
Space in three locations to display company banners.	788
Logo on Party Passport with your booth as a destination for the scavenger hunt.	1050
30 tickets to the Preview Party.	2250

Total Value: \$35,427 | Your Cost: \$16,000

Please complete the sign-up form to confirm your sponsorship.



\$12,000 GOLD SPONSOR

Multimedia benefits:

2/3 vertical, color ad in Best of Delaware® section of Delaware Today's July issue.	Value: 3930
Company name recognition on all Comcast Cable commercials (pending top level sponsorship).	5000
Company name recognition as a sponsor on all radio commercials.	2400
Footer ad on event web page plus a Customized Web Page.	1050
Company logo with hotlink on event web page.	300

Brand recognition benefits:

Company logo on print advertising in newspapers, chamber inserts, and magazines.	Value: 3938
Company logo on full-color, glossy promotional ads in Delaware Today.	4200
Company logo on 4,000 flyers, posters, and save-the-date cards.	788
Company logo on 6,000 direct mail invitations.	1260
Company logo on e-blasts, and fax blasts.	1050
Company logo on full-color, glossy thank you ads in Delaware Today.	1575

Event marketing benefits:

Double-booth exhibit space in a single location to directly market to all guests.	Value: 788
Space in two locations to display company banners.	525
Logo on Party Passport with your booth as a destination for the scavenger hunt.	1050
20 tickets to the Preview Party.	1500

Total Value: \$28,451 | Your Cost: \$12,000

\$9,000 SILVER SPONSOR

Multimedia benefits:

1/2 horizontal, color ad in the Best of Delaware® section of Delaware Today's July issue.	Value: 3410
Footer with hotlink on event web page plus a Customized Web Page.	1050
Company logo with hotlink on event web page.	300

Brand recognition benefits:

Company logo on print advertising in newspapers, chamber inserts, and magazines.	Value: 3938
Company logo on full-color, glossy promotional ads in Delaware Today.	4200
Company logo on 4,000 flyers, posters, and save-the-date cards.	788
Company logo on 6,000 direct mail invitations.	1260
Company name recognition on e-blasts and fax blasts.	1050
Company logo on full color, glossy thank you ads in Delaware Today.	1575

Event marketing benefits:

Single-booth exhibit space in single location to directly market to all guests.	Value: 525
Space in single location to display company banner.	315
Logo on Party Passport with your booth as a destination for the scavenger hunt.	1050
15 tickets to the Preview Party.	1125

Total Value: \$20,586 | Your Cost: \$9,000

Please complete the sign-up form to confirm your sponsorship.



\$6,000 BRONZE SPONSOR

Multimedia benefits:

1/3 square, color ad in the Best of Delaware® section of Delaware Today's July issue.	Value: 2435
Footer with hotlink on event web page plus a Customized Web Page.	1050
Company logo with hotlink on event web page.	300

Brand recognition benefits:

Company logo on print advertising in newspapers, chamber inserts, and magazines.	Value: 3938
Company logo on full-color, glossy promotional ads in Delaware Today.	4200
Company logo on 4,000 flyers, posters, and save-the-date cards.	750
Company logo on 6,000 direct mail invitations.	1000
Company name recognition on e-blasts and fax blasts.	263
Company logo on full-color, glossy thank you ads in Delaware Today.	1300

Event marketing benefits:

Single-booth exhibit space in a single location to directly market to all guests.	Value: 525
Space in a single location to display company banner.	315
Logo on Party Passport with your booth as a destination for the scavenger hunt.	1050
10 tickets to the Best of Delaware® Preview Party.	750

Total Value: \$17,876 | Your Cost: \$6,000

\$1,700 SPONSOR

Benefits:

1/6 horizontal, color ad in Delaware Today's July issue.	Value: 1365
Small company logo on event web page sponsor page.	300
Customized Web Page in the resource section of delawaretoday.com.	500
Company name on full-color, glossy promotional ads in Delaware Today.	1050
Company name on full-color, glossy thank you ads in Delaware Today.	525
5 tickets to the Best of Delaware® Preview Party.	375

Total Value: \$4,115 | Your Cost: \$1,700

\$550 SPONSOR

Benefits:

Company name listed on event web page sponsor page.	Value: 200
Company name on full-color, glossy promotional ads in Delaware Today.	1050
Company name on full-color, glossy thank you ads in Delaware Today.	525
2 tickets to the Best of Delaware® Preview Party.	150

Total Value: \$1,925 | Your Cost: \$550

Please complete the sign-up form to confirm your sponsorship.



Sponsor Sign-Up Form

PLEASE CHECK ONE:

Senior Levels

- \$20,000 Diamond Sponsor
- \$16,000 Platinum Sponsor
- \$12,000 Gold Sponsor
- \$9,000 Silver Sponsor
- \$6,000 Bronze Sponsor

Junior Levels

- \$1,700 Sponsor
- \$550 Sponsor

Payments:

- For Senior Level Sponsorships, a \$1,000 deposit is due upon signing.
- For Junior Level Sponsorships a \$250 deposit is due upon signing.
- All sponsorships must be paid in full by May 14, 2011.
- All checks are made payable to Delaware Today.

COMPANY NAME: _____

PLEASE SPELL OUT **AS IT SHOULD APPEAR** IN ANY PROMOTION MATERIALS, EVENT SIGNAGE, ETC.

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

WEB SITE: _____

E-MAIL: _____

YOUR DELAWARE TODAY ACCOUNT EXECUTIVE IS: _____

- I have read and agree to the terms of the sponsorship — client is to provide a one million dollar liability insurance policy naming Delaware Today as the additional insured:

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

SIGNATURE REQUIRED

PLEASE FAX YOUR SIGNED CONTRACT TO (302) 656-5843

Please complete and sign the sponsorship form to confirm your sponsorship. Ad space cannot replace existing contract with Delaware Today. A portion of the sponsorship proceeds will be contributed to the selected charities.



Silent Auction Donation Form

YES, I'd like to donate to the Silent Auction!

Item description: _____

Value: _____

This item will be available for pickup on: _____



Logo Specs

THANK YOU FOR SIGNING UP!

We are excited to have you participate in our event. As a top-level sponsor, your logo will be listed on the majority of our marketing materials. In order to better serve your branding purposes, we ask that you follow a few guidelines to promote better readability of your logo.

YOUR LOGO

Please refer to the following checklist when submitting your logo for use on select marketing materials. You will provide 3 separate logos as detailed on this page. If you wish for us to pick up your logo from a recent ad that we already have on file, please include magazine name, date and page number in your email. We may follow up with questions regarding any quality issues, and ask you to resend your logo according to our specifications.

WHERE TO SEND

Please email your (three) logos according to the Checklist on this page to logos@todaymediainc.com including the event name + your name in the subject line.

QUESTIONS?

Feel free to contact your account executive or email any logo questions to logos@todaymediainc.com.

CHECKLIST

Please supply the following items:

- A color (CMYK) logo that is readable when used small on printed marketing materials — you may want to adjust your logo so that it is indeed readable and omit any small unreadable type. 300 dpi or vector PDF, EPS, or TIF.
- An identical logo with color removed (100% BLACK) for newsprint printing — preferably no grays. 300 dpi or vector PDF, EPS, or TIF.
- A color (RGB) logo that is readable when used small on our event webpage — you may want to adjust your logo for web readability. Maximum size 200 pixels wide, 72 dpi JPG.
- If your logo should link to a site based on your sponsorship or participation level, please supply the preferred URL to your business web site.