

## JUNIOR ACHIEVEMENT 2011 ONLINE HOLIDAY AUCTION SPONSORSHIP LEVELS

### Title Sponsor (\$5,000)

1. Align your company with JA's burgeoning brand, which includes 285% growth since 2004.
2. Gain a 12-month presence as a JA partner on our website Events page
3. Advertising package:
  - a. Your company (and logo) will be listed as the title sponsor on the auction homepage.
  - b. Your company will be named as the title sponsor during radio/TV interviews
  - c. Your logo will appear in potential digital billboard ads
  - d. Streetpole banner package (includes design, production and flying 3-4 banners on poles for 3 to 4 months)
  - e. Logo will appear on the front page of the Junior Achievement website.
  - f. Logo will appear in 3 email blasts
  - g. Featured in JA Gems e-newsletter issue the week of Thanksgiving.
4. Enjoy a corporate "presence" during the event via the following:
  - a. Your logo will appear in the right sidebar of every page of the auction website
  - b. Facebook and Twitter posts acknowledging your company as the title sponsor
  - c. Each time your company's logo is shown, it's linked right back to your website

### Gold Level Sponsorship (\$2,500)

1. Align your brand with JA, as well as Junior Achievement's partners
2. Advertising package:
  - a. Logo will appear on the front page of the Junior Achievement website.
  - b. Logo will appear in 3 email blasts
  - c. Streetpole banner package (includes design, production and flying 2 banners on poles for 3 to 4 months)
  - d. Featured in JA Gems e-newsletter issue the week of Thanksgiving.
3. Enjoy a corporate "presence" during the event via the following:
  - a. Your logo will appear in the right sidebar of every page of the auction website
  - b. Facebook and Twitter posts acknowledging your company as a sponsor
  - c. Each time your company's logo is shown, it's linked right back to your website

### Silver Level Sponsorship (\$1,000)

1. Your company is listed as a sponsor on the front page of the auction – see link below for an example  
▲ <https://www.biddingforgood.com/auction/AuctionHome.action?auctionId=117361507>
2. Enjoy a corporate "presence" during the event via the following:
  - a. Your logo will appear in the right sidebar of every page of the auction website
  - b. Facebook and Twitter posts acknowledging your company as a sponsor
  - c. Each time your company's logo is shown, it's linked right back to your website

### Bronze Level Sponsorship (\$500)

1. Your company is listed as a sponsor on the front page of the auction – see link below for an example  
▲ <https://www.biddingforgood.com/auction/AuctionHome.action?auctionId=117361507>
2. Enjoy a corporate "presence" during the event via the following:
  - a. Facebook and Twitter posts acknowledging your company as a sponsor
  - b. Each time your company's logo is shown, it's linked right back to your website

### Why not contribute an item(s) to the JA Online Holiday Auction?

1. Enjoy the tax write-off, bring new customers to your business via your logo and link on the auction site, and glean the community rapport that comes with partnering with JA.
2. Some of the most popular items are gift cards/certificates and gift baskets. Below is a link to our 2010 Online Holiday Auction. It will give you a good idea of some of the items we've had in the past and how we've listed them.  
▲ <https://www.biddingforgood.com/auction/item/Browse.action?auctionId=117361507>

**For more information about auction sponsorships or to contribute an item to the auction, please contact Jenny Doerr at [JDoerr@JuniorAchievement.biz](mailto:JDoerr@JuniorAchievement.biz) or 309-682-1800.**