

<i>Sponsor Benefits</i>	<i>Leader \$2,500+</i>	<i>Believer \$1,250+</i>	<i>Dreamer \$500+</i>	<i>Builder \$250+</i>	<i>Friend \$150+</i>
Social Media (Facebook 8,000+ followers 9,100 engagements; Instagram 670+ followers 4,300 engagements; LinkedIn 180+ followers; Twitter 600 followers)					
Social Media Shoutouts - 1 post on all platforms and 1 Instagram/Facebook Story per quarter	✓	✓	✓	✓	✓
1 direct link on our Linktree (Instagram and Twitter)	12 months	6 months	6 months		
Social Media "Sponsor of the Week" - multiple posts on all our platforms and 1 giveaway contest (13thirty to provide giveaway item(s), business can add on if desired) with performance reports	✓	✓			
Digital Ad - :30 second video filmed at your business, produced by 13thirty, posted on all platforms with boosted promotion	2 week promotion	1 week promotion			
Digital Marketing (12,000+ visits to website per year; 2,900 email subscribers)					
Listed on 13thirty.org	Logo & Link	Logo & Link	Logo	Logo	Name
Listed on Signature Event web pages	✓	✓	✓	✓	✓
Listed in ROC Report / SYR Scoop (email newsletter every other month)	2 issues	2 issues	1 issue	1 issue	
Written testimonial from 13thirty about your community leadership (to be used where business desires)	✓	✓	✓		
Listed in all email footers (logo and link)	12 months	6 months			
Website homepage sidebar ad (our most viewed page!)	✓				
Listed in monthly blog footer (name and link)	✓				
Additional Promotion					
1 "Proud to Support" sponsor sign for your business	✓	✓	✓	✓	
Listed in Quarterly Newsletter (print and digital)	2 issues	2 issues	1 issue		
2021 Sponsor Breakfast at 13thirty Center with Special Guest (when able to gather safely)	✓	✓	✓		
Mention in any event-specific media coverage (press releases, media alerts, etc.)	✓	✓			

Benefits end March 2022. All social media posts will tag your business page. Timing, messaging, and design will be discussed and mutually agreed upon by the business and 13thirty Cancer Connect.

SELECT: Leader Believer Dreamer Builder Friend

METHOD OF PAYMENT: \$ _____ Sponsorship Amount Check (made payable to 13thirty Cancer Connect) Visa Mastercard

Business Name: _____ Contact Name: _____

Credit Card Number: _____ Exp. Date: _____ CV#: _____ Name on Card: _____

Phone: _____ Address: _____ City/State/Zip: _____

Signature: _____

Please complete and return by mail or email: 13thirty Cancer Connect | 1000 Elmwood Ave. Rochester, NY 14620 | (585) 563-6221 | christina@13thirty.org