



Baltimore Reads 2010 PHANTOM BATHROBE BALL™ SPONSORSHIP OPPORTUNITIES

\$20,000 Presenting Sponsor (single sponsorship)

- Presentation statement (e.g., "The 2010 Phantom Bathrobe Ball is presented by *Organization name*") text included on all event documents, both in print and online.
- Logo and name prominently displayed on 1K+ electronic invitations emailed to organizations and individuals throughout the greater Baltimore metropolitan area.
- Presenting Sponsor name listing (with logo) in full-page BRI Sponsor Thank You advertisement to run (with weekly updates) for four weeks in *The Daily Record*; similar inclusion in other magazine/newspaper advertisements when they are placed.
- Sponsor-provided copy for half-page advertisement in *The Daily Record* to appear same issue as the final BRI Sponsor Thank You advertisement (tentatively scheduled for mid-June)
- Sponsor direct mention in all event radio or TV PSA's
- Inclusion of sponsor logo and creation of Donor Spotlight section on Baltimore Reads Website(s) and in quarterly newsletter
- Organization name and logo included in all event press releases as Presenting Sponsor
- Recognition as Presenting Sponsor (including organization logo) in Baltimore Reads 2010 annual report
- \$5000/Wilder Award level sponsorship (can be upgraded to higher level if organization desires) of annual BRI's Books for Kids Day event in June 2010 – entitles organization to all event sponsor benefits (see attached.)

\$5,000 – "Wilder Award" Level Sponsorship

The (Laura Ingalls) Wilder Award honors an author or illustrator whose books, published in the United States, have made, over a period of years, a substantial and lasting contribution to literature for children.

- Your company name:
 - displayed on-site inside the Baltimore Reads Book Bank
 - included with all promotional materials, press releases, and media advertising for *Books for Kids Day 2010*
 - displayed on the Baltimore Reads Book Bank *Books For Kids Day 2010* event banner
 - listed on the Baltimore Reads website with a link to your company's website
- Product sampling or distribution opportunity at the Baltimore Reads Book Bank *Books For Kids Day 2010* event
- 5 Baltimore Reads Event Tee Shirts

\$10,000 Silk Society Sponsor (two slots)

- Logo and name prominently displayed on 1K+ electronic invitations emailed to organizations and individuals throughout the greater Baltimore metropolitan area.
- Sponsor name listing (with logo) in full-page BRI Sponsor Thank You advertisement to run (with weekly updates) for four weeks in *The Daily Record*; similar inclusion in other magazine/newspaper advertisements as they are placed.
- Inclusion of organization logo and description in Donor Spotlight section on Baltimore Reads Web site(s) and in quarterly newsletter
- Organization name included in all event press releases
- Recognition of sponsorship level in Baltimore Reads 2010 annual report
- \$2500/Geisel Award level sponsorship (can be upgraded to higher level if organization desires) of annual BRI's Books for Kids Day event in June 2010 – entitles organization to all event sponsor benefits (see attached.)

\$1000 - \$2,500 – “Geisel Award” Level Sponsorship

The (Theodor Seuss) Geisel Award is given annually to the author(s) and illustrator(s) of the most distinguished American book for beginning readers published in English in the United States during the preceding year.

- Your company name:
 - included with all promotional materials, press releases, and media advertising for *Books for Kids Day 2010*
 - displayed on the Baltimore Reads Book Bank *Books For Kids Day 2010* event banner
 - listed on the Baltimore Reads website
- 5 Baltimore Reads Event Tee Shirts

\$5,000 Kimono Club Sponsor (four slots)

- Logo and name recognition on 1K+ electronic invitations emailed to organizations and individuals throughout the greater Baltimore metropolitan area.
- Sponsor name listing (with logo) in full-page BRI Sponsor Thank You advertisement to run (with weekly updates) for four weeks in *The Daily Record*; similar inclusion in other magazine/newspaper advertisements as they are placed.
- Recognition of sponsorship on Baltimore Reads Website(s) and in quarterly newsletter
- Recognition of sponsorship level in Baltimore Reads 2010 annual report

\$3,000 Terrycloth Tier Sponsor

- Name recognition on 1K+ electronic invitations emailed to organizations and individuals throughout the greater Baltimore metropolitan area.
- Sponsor name listing in full-page BRI Sponsor Thank You advertisement to run (with weekly updates) for four weeks in *The Daily Record*; similar inclusion in other magazine/newspaper advertisements as they are placed.
- Recognition of sponsorship on Baltimore Reads Website(s) and in quarterly newsletter
- Recognition of sponsorship level in Baltimore Reads 2010 annual report

\$1500 Flannel Fraternity Sponsor

- Name recognition on 1K+ electronic invitations emailed to organizations and individuals throughout the greater Baltimore metropolitan area.
- Sponsor name listing in full-page BRI Sponsor Thank You advertisement to run (with weekly updates) for four weeks in *The Daily Record*; similar inclusion in other magazine/newspaper advertisements as they are placed.
- Recognition of sponsorship on Baltimore Reads Website(s) and in quarterly newsletter
- Recognition of sponsorship level in Baltimore Reads 2010 annual report

Virtual Tickets and Tables

- Virtual tickets to the event will be sold for \$100 – virtual tables (of ten) for \$750.
- Purchase of a virtual ticket entitles the purchaser to name recognition in the event's *Virtual Program* as a **Supporter**; *Virtual Program* to be posted on Baltimore Reads Website(s).
- Purchase of a virtual table will allow the purchaser to EITHER
 - Submit a single name (individual or organizational) as a **Premier Supporter** for inclusion in the *Virtual Program*
 - Submit up to ten names of individuals as **Supporters** for inclusion in the *Virtual Program*

Thank You For Your Support!



The Baltimore Reads Board is Bathrobe Ball Ready

Try saying that ten times fast!

L to R: Denny Mather, Sanford Teplitzky, Stephen Mogge, Ph.D., Clare Close Miller, Doug Woodward, Joan McGill, Jessica Vollmerhausen Palladino, Aimee Martin, Adam Burch, Patrick Schoenwetter

Not pictured: Cindy Carson, Arlene Ciroula, Blair Johnson, Nancy Sloan, JaNean Stubbs