

## **Brickworld Sponsorship Information**

Sponsorship opportunities for Brickworld 2010 are available in multiple standard “plates” or levels. Unique arrangements are also possible. If you are interested in sponsoring Brickworld in a manner not outlined below, please contact us using the “Contact Us” form on the Brickworld Web site to present your particular ideas.

Sponsor contributions can be provided for the following: registrant packages (“goody bags”), prizes, raffles, and the charity auction. Items contributed for the registrant packages can be low cost items per your discretion as a minimum of 800 are required. Prizes and raffle items can be \$5 or more retail value. Items for the charity auction should be \$50 retail value (or fair market value) and higher.

Also outlined below is an opportunity to place individual advertising flyers in the registrant packages.

We appreciate your support as we work to make Brickworld your premiere LEGO fan event.

### **Sponsorship Plate Definitions**

All plates of sponsorship will include a listing of your name/company name in the Brickworld program.

<b>Level</b>	<b>Sponsor Provision</b>	<b>Sponsor Package</b>
White Plate	Place link to Brickworld on your web site	<ul style="list-style-type: none"> <li>• A link to your Web site will be placed in the Brickworld Web site sponsor list</li> </ul>
Yellow Plate	Contribution of materials with a value of \$100 - \$250 for: <ul style="list-style-type: none"> <li>• Event support</li> <li>• A workshop</li> <li>• An attendee activity</li> <li>• Raffle prizes</li> <li>• The charity auction</li> </ul>	<ul style="list-style-type: none"> <li>• A link to your Web site will be placed in the Brickworld Web site sponsor list</li> <li>• You are eligible to provide a company flier to include in the registrant “goody bag”</li> </ul>
Red Plate	Contribution of materials with a value of \$251 - \$500 for: <ul style="list-style-type: none"> <li>• Event support</li> <li>• A workshop</li> <li>• An attendee activity</li> <li>• Raffle prizes</li> <li>• The charity auction</li> </ul>	<ul style="list-style-type: none"> <li>• A link to your Web site will be placed in the Brickworld Web site sponsor list</li> <li>• You are eligible to provide a company flier to include in the registrant “goody bag”</li> <li>• Your company name will be listed in the program as sponsor of the supported area of the event</li> </ul>

<b>Level</b>	<b>Sponsor Provision</b>	<b>Sponsor Package</b>
Blue Plate	Contribution of materials with a value of \$501 - \$1,000 for: <ul style="list-style-type: none"> <li>• Event support</li> <li>• A workshop</li> <li>• An attendee activity</li> <li>• Raffle prizes</li> <li>• The charity auction</li> </ul>	<ul style="list-style-type: none"> <li>• A link to your Web site will be placed in the Brickworld Web site sponsor list</li> <li>• You are eligible to provide a company flier to include in the registrant “goody bag”</li> <li>• Your company name will be listed in the program as sponsor of the supported area of the event</li> <li>• Your name will be announced as a Blue Plate event sponsor during opening and closing ceremonies</li> </ul>
Black Plate	Contribution of materials with a value of \$1,001 - \$2,000 for: <ul style="list-style-type: none"> <li>• Event support</li> <li>• A workshop</li> <li>• An attendee activity</li> <li>• Raffle prizes</li> <li>• The charity auction</li> </ul>	<ul style="list-style-type: none"> <li>• A link to your Web site will be placed in the Brickworld Web site sponsor list</li> <li>• You are eligible to provide a company flier to include in the registrant “goody bag”</li> <li>• Your company name will be listed in the program as sponsor of the supported area of the event</li> <li>• Your name will be announced as a Black Plate event sponsor during opening and closing ceremonies</li> <li>• You and a guest are invited to attend the sponsor dinner with the event organizers during the Brickworld event</li> </ul>
Gold Plate	Contribution of materials with a value greater than \$2,000 for: <ul style="list-style-type: none"> <li>• Event support</li> <li>• A workshop</li> <li>• An attendee activity</li> <li>• Raffle prizes</li> <li>• The charity auction</li> </ul>	<ul style="list-style-type: none"> <li>• A link to your web site will be placed in the Brickworld web site sponsor list</li> <li>• You are eligible to provide a company flier to include in the registrant “goody bag”</li> <li>• Your company name will be listed in the program as sponsor of the supported area of the event</li> <li>• Your name will be announced as a Gold Plate event sponsor during opening and closing ceremonies</li> <li>• You and up to 5 guests are invited to attend the sponsor dinner with the event organizers during the Brickworld event</li> <li>• Your name will be used as a “title sponsor” for an agreed upon segment of the event</li> </ul>

Registrant Package (“Goody Bag”) flier – Maximum size is 8.5” x 11”. Flier can be advertising or a coupon. We request that you supply a minimum of 800 copies. If there are extra copies, you have the option of picking them up at the registration booth prior to the public exposition, or they will be made available for the public.