## Sponsorship Opportunities Template

###### Sponsors will enjoy area wide recognition and the opportunity to put your product/product information into the hands of more than ATTENDEE NUMBER potential, under-reached customers in multiple markets. Participating in this event will allow you to partner and network with other leaders committed to the alternative fuels and automotive industries. Your support will continue to be recognized long after the event is over in the widely distributed Odyssey Executive Summary.

Platinum Sponsorship - $10,000

* Opportunity to provide a keynote address at Odyssey Event
* Corporate logo prominently displayed at Odyssey Event
* Special corporate poster tailored with your company information and displayed at Odyssey Event
* Opportunity to display vehicles or product at Odyssey Event
* Membership on Odyssey Advisory Committee
* Listed in key media ads
* Opportunity to include promotional materials in tote bags to be handed out to participants at all site locations
* Corporate logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Listing in Odyssey agenda
* Listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

Diamond Sponsorship - $5,000

* Opportunity to display vehicles or product at Odyssey Event
* Membership on Odyssey Advisory Committee
* Listed in key media ads
* Opportunity to include promotional materials in tote bags to be handed out to participants at all site locations
* Corporate logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Listing in Odyssey agenda
* Listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

Gold Sponsorship - $3,000

* Opportunity to include promotional materials in tote bags to be handed out to participants at all site locations
* Corporate logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Listing in Odyssey agenda
* Listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

Silver Sponsorship - $2,000

* Opportunity to place company materials at Odyssey site
* Corporate logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Listing in Odyssey agenda
* Listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

Bronze Sponsorship - $1,000

* Corporate logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Listing in Odyssey agenda
* Listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

Patron Sponsorship - $500\*

* Company/Organization logo with hyperlink listed on National AFV Day Odyssey Web site
* Plaque of appreciation and recognition at Odyssey Event
* Patron listing in Odyssey agenda
* Patron listing on Odyssey poster
* Included in selected publications including the Final Report distributed to Congress and others

\*Patron Sponsor Requirements: Available to small businesses, organizations, and media partners only.

* + Work with Odyssey Site Coordinator to advertise and promote National AFV Day Odyssey by:
  + Adding Odyssey logo and link to Odyssey Web site from your Web site
  + Sending Odyssey email announcements/advertisements to your mailing list
  + Posting National AFV Day Odyssey date on your calendar(s), and,
  + Feature Odyssey in pre-event or post-event news article, and/or (2) Provide site coordinators with industry information that can be used for educational purposes at site, i.e., informational posters, DVDs, fuel examples, etc.

Promotional Sponsorship

* You may also choose to donate “in-kind” promotional materials. In this case, your sponsor status will depend on the value of the in-kind donation. Examples of such “in-kind” donations could be product samples, promotional gifts (bags, mugs, etc.), gift cards for giveaways.