

	CRYSTAL LOUNGE SPONSOR	FROST LOUNGE SPONSOR	MEDIA SPONSOR	ICE LOUNGE SPONSOR	INSPIRE SPONSOR
	\$75,000 (3 year) or \$30,000 (1 year)	\$15,000		\$10,000	\$5,000
Reserved Lounge for Sponsor & Invited Guests	20 People	20 People	20 People	10 People	
Reserved Cocktail Table & Bar Stools for Sponsor & Invited Guests					10 People
VIP Cocktail Reception	20 People	20 People	20 People	10 People	
KOH Cocktail Reception	20 People	20 People	20 People	10 People	10 People
Corporate Branding	Corporate name/logo incorporated in KOH Event logo				
Onstage Presence	Welcome Address		MC Consideration		
<b>ON-SITE RECOGNITION</b>					
Acknowledgements by MCs	As Crystal Lounge Sponsor		As Media Sponsors		
Welcome Signage	Crystal Lounge Sponsor Recognition		X	X	X
Lounge Signage	X	X	X	X	
Personalized Branded Server for Lounge	X	X	X	X	
Multimedia Presentation	Crystal Lounge Sponsor Recognition & Logo		Logo	Logo	Logo
Logo Affixed to Red Carpet Backdrop	X	X	X	X	
<b>MEDIA RECOGNITION</b>					
Co-representation at initial press conference	X				
Acknowledgement at KOH Launch Event (TBA)	X				
Media Advisories (Pre/Post Event)	Crystal Lounge Sponsor Recognition				
Radio/TV/Print Ads (Bell Media/CTV/Ottawa Sun)	Crystal Lounge Sponsor Recognition		X	X	
<b>PRINT MARKETING</b>					
Souvenir Program	Welcome letter & full page colour ad	Half-page colour ad	Half-page colour ad	Corporate Logo	Company Name
Corporate Logo on Tickets	X	X	X		
Logo in all KOH "Rise Together Soirée" Ads	Prominence	X	X	X	
Promotional Materials	Crystal Lounge Sponsor Recognition in all				
<b>E-MARKETING</b>					
Kaleidoscope of Hope Website	Logo & Hyperlink on all pages	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Company Logo
Event Promotion on Facebook	Multiple Mentions	X	X	X	X
Event Promotion on Instagram	Multiple Mentions	X	X	X	X
Event Promotion on Twitter	Multiple Mentions	X	X	X	X
<b>POST EVENT</b>	First Right of Refusal for Crystal Lounge Sponsorship				