



SPONSORSHIP CONTRACT

This is a Sponsorship Agreement between the organizers of **Troy Night Out (“TNO”)** and:

Principal Contact:

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Tel: (____) ____ - _____ ext. _____ Email: _____

Sponsorship Level (Choose One)

Title sponsorship for one year

Title billing (“_____ presents Troy Night Out”) and top logo placement in the following locations:

- 12 full page full color map printed in the Metroland
- 12 full page full color map printed in the Troy Record
- Approx 18,000 full color event maps to be handed out during the event
- Approx 24,000 flyers distributed to entire Capital District throughout the year
- Collectable official Troy Night Out screen printed art poster, distributed to all participating businesses
- Major presence on TroyNightOut.org with link
- 600 30: second spots, 180 live on air mentions and presence on B955.com on B95.5
- *substitutions of equal value for any of the above may be made*

Total donation: \$10,000 per year

Major sponsorship for one month

“Sponsored by” billing with logo in the following locations:

- 1 full page full color map printed in the Metroland or Troy Record per month of sponsorship
- 1,500 full color event maps to be handed out during the event
- 2,000 black & white flyers distributed to entire Capital District
- Collectable official Troy Night Out screen printed art poster, distributed to all participating businesses
- Presence on TroyNightOut.org website, with link
- *substitutions of equal value for any of the above may be made*

Total donation: \$750 per month

Minor Sponsorship for one month

“Sponsored by” billing with business name listed in the following locations:

- 1 full page full color map printed in the Metroland or Troy Record per month of sponsorship
- 1,500 full color event maps to be handed out during the event
- Presence on TroyNightOut.org website, with link
- *substitutions of equal value for any of the above may be made*

Total donation: \$250 per month

