**2014 Proposed New Levels of Giving**

**The “Old” Method**

* Sponsors were event specific, i.e. Fox Trot or Craft Show.
* Levels of Giving varied by event.

***Craft Show Levels of Giving***

Bronze ($1-99)

Recognition on BMCF website; FB and in program materials

*Point of Confusion –* what are “program materials” and how is this different than the “Program” that we highlight in the Sterling sponsorship.

Silver ($100-249)

All bronze benefits AND a link to sponsor’s website from BMCF website, sharing of sponsor FB page on BMCF FB page, advertising in goodie bag.

Sterling ($200-$249)

All silver benefits AND sponsor logo placement on BMCF website (logo links to sponsor website), advertising in program materials (distributed to all attendees and crafters), display/informational booth at event, free baked good of $5 or less.

Gold Sponsor ($250+)

All sterling benefits AND inclusion of sponsor logo on printed posters, free lunch

***Fox Trot Levels of Giving***

Bronze ($1- $99)

Recognition on BMCF website, FB and in program materials. *Point of Confusion*  - what are the “program materials” for Fox Trot?

Silver ($100-$249)

All bronze benefits AND a link to the sponsor’s website from the BMCF website; sharing of sponsor FB page through BMCF FB page, advertising in the goodie bag.

Gold ($250 -$499)

 All silver benefits AND logo placement on BMCF website, the runner’s t-shirt and on

 program material, a display or informational booth event, 1 free race entry.

 *Point of Confusion* – How is “program material” at this level different than what is

 included in the bronze sponsorship.

Platinum ($500+)

All gold benefits AND logo placement on posters and in any press release.; 2 free race entries

**The Proposed Method**

* Sponsors are NOT event-specific. We solicit sponsors all year long by talking about the mission of the club (and, where appropriate, focusing on a specific fundraiser to entice that sponsor to support the club’s efforts.) Sponsorship is a sponsorship of “BMCF” – not Craft Show or Fox Trot, specifically. Money that is raised is not specific to the fundraising event, but is money that is raised for the club – to be used to cover the expenses we incur in hosting all of our fundraising efforts.
* Levels of Giving do not vary by event. There is one set of sponsorship levels.

***Proposed Levels of Giving***

Bronze Sponsor ($50 - $149)

* Recognition on BMCF website and on FB page, any display lists of sponsorships included at BMCF fundraising events (program materials)

The change 🡪 Minimum of $50 giving required and increased max to $150.

Silver Sponsor ($150 to $299)

* All Bronze Sponsor benefits;
* A link to sponsor’s website throught BMCF website; sharing of sponsor FB page through BMCF FB page; advertising in goodie bags for both Craft Show, Fox Trot and any other BMCF fundraising events.

The change 🡪 Increased dollar amounts; advertising in goodie bags for all events.

Gold Sponsor ($300 to $599)

* All Silver Sponsor benefits;
* Logo placement on BMCF website, logo placement on Fox Trot t-shirt, advertisements in Craft Show program (distributed to attendees and crafters); display/informational booth at either Fox Trot or Craft Show (or other fundraising event); 3 complimentary admissions to Craft Show; 1 complimentary Fox Trot race entry.

The change 🡪 Increased dollar amounts; inclusion on t-shirt and Craft Show program, complimentary Craft Show admissions;

Platinum Sponsor ($600+)

* All Gold Sponsor benefits;
* Logo placement on all printed posters for all BMCF fundraising events; inclusion in all press releases related to BMCF fundraising events; display/informational booth at all BMCF fundraising events; 4 complimentary admissions to Craft Show; 2 complimentary Fox Trot race entries.
* *Other Ideas –* complimentary raffle tickets, Bunco benefits?

The Change 🡪 Increased dollar amounts; inclusion on printed materials for all BMCF fundraising events; complimentary admissions for Craft Show;