



## 7<sup>TH</sup> ANNUAL FOLLOW THE LEADER DINNER

Sponsorship & Advertisement Opportunities

Wednesday, March 26, 2008

### Event Sponsorship Opportunities:

Level	Package Includes	Price
Premier	<ul style="list-style-type: none"> <li>▪ Full page advertisement in FTL program book</li> <li>▪ Eight complimentary tickets to FTL dinner (03/26/08)</li> <li>▪ Company recognition* on event promotional materials</li> <li>▪ Your company banner® displayed at FTL dinner</li> <li>▪ Company recognition in press releases and news articles</li> </ul>	\$2500
Gold	<ul style="list-style-type: none"> <li>▪ Full page advertisement in FTL program book</li> <li>▪ Four complimentary tickets to FTL dinner (03/26/08)</li> <li>▪ Your company banner® displayed at FTL dinner</li> <li>▪ Company recognition in press releases and news articles</li> </ul>	\$1000
Silver	<ul style="list-style-type: none"> <li>▪ Half page advertisement in FTL program book</li> <li>▪ Two complimentary tickets to FTL dinner (03/26/08)</li> <li>▪ Your company banner® displayed at FTL dinner</li> <li>▪ Company recognition in press releases and news articles</li> </ul>	\$500
<small>* Event sponsorship must be received by Friday, February 15, 2008 for inclusion on FTL dinner invitation.            ® Your company provides banner to display for this event.</small>		

### Program Booklet Advertisement Size and Rates:

Size	Dimensions (width x height)	Price
Full Page	4.75" x 7.75"	\$600
Half Page	4.75" x 3.75"	\$400
Quarter Page	2.25" x 3.75"	\$200
1/8 Page	2.25" x 1.75"	\$100

### Program Booklet – “Congratulatory Message”:

Would you like to include a personalized, congratulatory note to a colleague?  
 Purchase a “Congratulatory Message” in the 2008 Follow the Leader program booklet!

Congratulatory Messages are \$25 per line (limited to 60 characters per line)

**Advertise your business or program in LMV’s Follow the Leader program book!  
 Limited space is available!**

All proceeds benefit Leadership Mohawk Valley programs.

LEADERSHIP MOHAWK VALLEY • P O BOX 3050 • UTICA NY 13504-3050

P: 315.404.0880 • F: 315.792.7278 • W: [www.leadershipmohawkvalley.net](http://www.leadershipmohawkvalley.net) • E: [info@leadershipmohawkvalley.net](mailto:info@leadershipmohawkvalley.net)



## Congratulatory Messages

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(examples)

Great Job Honorees! From the LMV Class of 2006  
Congratulations Peter! I'm proud of you! Love, Your Brother Bob

**FULL PAGE ADVERTISEMENT**

**WIDTH - 4.75"**  
**HEIGHT - 7.75"**

**HALF PAGE ADVERTISEMENT**

**WIDTH - 4.75"**  
**HEIGHT - 3.75"**

**QUARTER  
PAGE  
ADVERTISEMENT**

**WIDTH - 2.25"**  
**HEIGHT -  
3.75"**

**1/8 PAGE  
ADVERTISEMENT**

**WIDTH - 2.25"**  
**HEIGHT - 1.75"**

**1/8 PAGE  
ADVERTISEMENT**

**WIDTH - 2.25"**  
**HEIGHT - 1.75"**