

# 7th Annual Health & Fitness Expo

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The 2012 Health & Fitness Expo will be held Thursday, March 8<sup>th</sup> from 3-7pm at the J.M. McDonald Sports Complex. The Health & Fitness Expo is an important part of promoting healthy lifestyles in the Cortland County area. By bringing our community together, this event provides a unique opportunity to reach out and share a broad array of knowledge not only about healthy living, but about the many services Cortland has to achieve this goal.

Sponsoring the 2012 Health & Fitness Expo is a great way to connect with the community. Sponsors receive recognition and make a difference in our neighborhood. Sponsorships of \$500.00 or more also include an opportunity to host a demonstration during the Expo. Varying levels of sponsorship allow businesses a range of advertisement and financial options to meet individual needs. Sponsors act as the financial backbone of this event and participation is essential so please consider taking part in this event. See back of page for sponsorship form.

## Sponsorship Opportunities

### PLATINUM LEVEL    \$1000.00 + *in-kind*

Sponsor will receive name and logo on our Sponsors Banner, "Thank You" on the 281 electronic sign, Facebook space and advertising opportunities on our page for the event, logo on website, included in all electronic and printed promotional information for event, included in Radio spots, a full page ad in our show directory, top consideration for demonstration opportunities, plus two (2) booths for the Expo.

### GOLD LEVEL    \$500.00 + *in-kind*

Sponsor will receive name on our Sponsors Banner, "Thank You" on the 281 electronic sign, Facebook space and advertising opportunities on our page for the event, logo on website, included in all electronic and printed promotional information for event, included in Radio spots, a half-page ad in our show directory, top consideration for demonstration opportunities, plus one (1) booths for the Expo.

### SILVER LEVEL    \$200.00 + *in-kind*

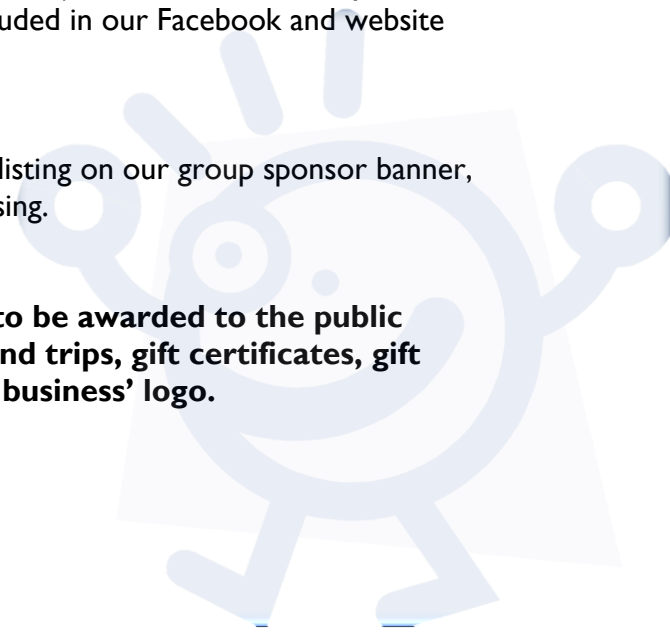
Sponsors will receive an advertisement (business card size) in our show directory, company name on our group sponsor banner, be included in our Facebook and website advertising.

### BRONZE LEVEL    \$100.00 + *in-kind*

Sponsors will receive a listing in our show directory, listing on our group sponsor banner, and be included in our Facebook and website advertising.

### IN - KIND

**All level sponsors are asked to donate a prize to be awarded to the public during the event. Great ideas might be: weekend trips, gift certificates, gift baskets, memberships or items including your business' logo.**



# Sponsorship Form

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In order to keep the participation rate for vendors at affordable rates, it is critically important to the financial success of this event that we have a high participation rate from sponsors. Please mail this form to indicate your level of interest. Your support is very much appreciated!

**NOTE:** All sponsors must sign up for these opportunities by 1/16/2012 in order to have their name and/or logo included on designated advertising items.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please check the level of sponsorship preferred:**

\_\_\_\_\_ *Platinum Level (\$1000)*    \_\_\_\_\_ *Interested in a demo?*

\_\_\_\_\_ *Gold Level (\$500)*    \_\_\_\_\_ *Interested in a demo?*

\_\_\_\_\_ *Silver Level (\$200)*

\_\_\_\_\_ *Bronze Level (\$100)*

All levels include an  
IN-KIND donation.



If applicable, please email your logo in a .jpeg or .tif file to [sue@jmmcomplex.com](mailto:sue@jmmcomplex.com).

Please mail this form and a check or money order made payable to

**McDonald Sports Complex**  
**Attn: Sue Covington**  
**McDonald Sports Complex**  
**4292 Fairgrounds Road**  
**Cortland, NY 13045**

*For further information contact:*

Sue Covington  
(607)753-8100 ext. 100  
[sue@jmmcomplex.com](mailto:sue@jmmcomplex.com)

