2003 Sponsorship Package Comparison

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Package Cost   \$100   \$500   \$1,000   \$2,500   \$5,000   \$10,000     NKC Tribune listings (number April - July)   3   3   3   3   4   4     Logo used for Tribune listing							
Logo used for Tribune listing  www.allenacrossamerica.com Exposure:  Listing on sponsor page  Logo link on sponsor page  Rotating home page logo link (freq. increases on upper pkgs)  Full time banner style home page link  Video Exposure:  Name listing in end credits  Lower Right Logo placement (total time-Mint.Sec.)  Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 203 Documentary video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  All media release sheets (flyers)  Support Van Logos Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Shorts Side panel Placement  Shorts Back Placement  Jersey primary visibility and placement  Jersey primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains borous material)  RAAM 2003 Shirt (s-shirt or Demin or equiv.)  RAAM 2003 Shirt (s-shirt or Demin or equiv.)  Race Jersey  \$ 500 in gift certificates and discout coupons  Race Jersey		\$100	\$500	\$1,000	\$2,500	\$5,000	\$10,000
Listing on sponsor page		3	3	3	3	4	4
Listing on sponsor page	Logo used for Tribune listing						
Logo link on sponsor page	www.allenacrossamerica.com Exposure:						
Rotating home page logo link (freq. increases on upper pkgs) Full time banner style home page link  Video Exposure:  Name listing in end credits  Lower Right Logo placement (total time-Min.Sec.)  Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Shorts Side panel Placement  Shorts Side panel Placement  Shorts Side panel Placement  Van primary visibility and placement  Van primary visibility and placement  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Listing on sponsor page						
Full time banner style home page link  Video Exposure:  Name listing in end credits  Lower Right Logo placement (total time-Min. Sec.)  Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyen)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo size  Shorts Side panel Placement  Shorts Side panel Placement  Shorts Back Placement  Shorts Back Placement  Wan primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (s-shirt or Demin or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Race Jersey  Back Jersey  Company Company Name)  Race Jersey  Short is defined and credits  Short is defined and credits and discout coupons  Race Jersey	Logo link on sponsor page						
Name listing in end credits	Rotating home page logo link (freq. increases on upper pkgs)						
Name listing in end credits  Lower Right Logo placement (total time-MinSec.)  Lower Right Logo placement (total time-MinSec.)  Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements  All media release sheets (tlyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Shorts Side panel Placement  Shorts Back Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Full time banner style home page link						
Lower Right Logo placement (total time- Min. Sec.)  Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Jersey logo size  Shorts Back Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  RaAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey    Side in the side of the company Name   Com	Video Exposure:						
Comercial production length (in seconds)  Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  I 2 2 4  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Swapport Van Logo Size (from May - November 2003)  Syapport Van Logos  Jersey Iogo size  Shorts Side panel Placement  Shorts Side panel Placement  Jersey primary visibility and placement  Van primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Name listing in end credits						
Number of placements in R&R ch 40 programming  Number of placements in 2003 Documentary video  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Symbol May - November 2003  Symbol May - Novemb	Lower Right Logo placement (total time- Min.:Sec.)		:30	:60	1:00	3:00	6:00
Number of placements in 2003 Documentary video  Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Size (from May - November 2003)  Support Van Logo Van and Jersey Placement  Support Van Logo Size (from May - November 2003)  Support Van Logo Van and Jersey Placements  Support V	Comercial production length (in seconds)			:15	:30	:60	:60
Verbal plug from Allen or crew member on video  Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logo Sup	Number of placements in R&R ch 40 programming			3	5	5	Daily
Logo on background banner for interviews  Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logos Size (from May - November 2003)  Support Van Logos Size (from May - November 2003)  Support Van Logos Size (from May - November 2003)  Support Van Logos Size Support Van Logos Support V	Number of placements in 2003 Documentary video			1	2	2	4
Larger Primary placement and visibility of logos  Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  Support Van Logos  Support	Verbal plug from Allen or crew member on video						
Company Logo Van and Jersey Placements:  All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  S M LG XL XXL  Number of Van Logos  2 3 3 4 4  Jersey logo size  S M L XL  Jersey Sleeve placement  Shorts Side panel Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Logo on background banner for interviews						
All media release sheets (flyers)  Support Van Logo Size (from May - November 2003)  S M LG XL XXL  Number of Van Logos  2 3 3 4 4  Jersey logo size  S M L XL  Jersey Sleeve placement  Shorts Side panel Placement  Shorts Side panel Placement  Jersey primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Larger Primary placement and visibility of logos						
Support Van Logo Size (from May - November 2003)  Support Van Logos  2 3 3 4 4  Jersey logo size  Support Van Logos  Support Va	Company Logo Van and Jersey Placements:						
Number of Van Logos  Jersey logo size  SMLXL  Jersey Sleeve placement  Shorts Side panel Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$500 in gift certificates and discout coupons  Race Jersey	All media release sheets (flyers)						
Jersey logo size  Jersey Sleeve placement  Shorts Side panel Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  Van primary visibility and placement  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Support Van Logo Size (from May - November 2003)		S	M	LG	XL	XXL
Jersey Sleeve placement  Shorts Side panel Placement  Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Number of Van Logos		2	3	3	4	4
Shorts Side panel Placement Shorts Back Placement Jersey primary visibility and placement Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material) RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses \$ 500 in gift certificates and discout coupons  Race Jersey	Jersey logo size			S	M	L	XL
Shorts Back Placement  Jersey primary visibility and placement  Van primary visibility and placement  Nan primary visibility and placement  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Jersey Sleeve placement						
Jersey primary visibility and placement  Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Shorts Side panel Placement						
Van primary visibility and placement  Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Shorts Back Placement						
Bonus Items:  RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Jersey primary visibility and placement						
RAAM 2003 Documentary Video (DVD contains bonus material)  RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Van primary visibility and placement						
RAAM 2003 Shirt (t-shirt or Denim or equiv.)  Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Bonus Items:						
Inspirational Speaking Availability (Expenses not Incl.)  Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	RAAM 2003 Documentary Video (DVD contains bonus material)		VHS	VHS	DVD	DVD	DVD
Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	RAAM 2003 Shirt (t-shirt or Denim or equiv.)			Т	T	D	D
Commemorative RAAM 2003 plaque (Incl. Company Name)  Rudy Project Sunglasses  \$ 500 in gift certificates and discout coupons  Race Jersey	Inspirational Speaking Availability (Expenses not Incl.)						
Rudy Project Sunglasses   \$ 500 in gift certificates and discout coupons   Race Jersey							
\$ 500 in gift certificates and discout coupons  Race Jersey							
Race Jersey							
30 hours of Studio production time (materials not incl)							
	30 hours of Studio production time (materials not incl)						

<sup>\*\*\*</sup> All specified advertising inclusions are minimum - we will do our best to do more than promised whenever possible.