



City of Sunrise
Foundation

Sponsorship Opportunities
Word Up! Poetry Slam
November 5, 2010

Prepared by:
City of Sunrise Foundation
10610 West Oakland Park Boulevard
Sunrise, Florida 33351
(954) 747-4662

Word Up! Poetry Slam: Sponsorship Opportunities

The Event

The **Word Up! Poetry Slam**, presented by the **City of Sunrise Foundation** in conjunction with the **Write Side Poets**, is a competition that places a dual emphasis on writing and performance. Student poets will be encouraged to create and deliver inspirational, original works that focus on such topics as education, charity and empowerment.

Word Up! will be held on Friday, November 5, at 7:00 p.m. in the Sunrise Civic Center Theatre (10610 West Oakland Park Boulevard, Sunrise 33351) - the culmination of a five-week audition and workshop process.

Word Up! is open to students age 14 to 19 who are enrolled in a Broward County high school for the 2010-2011 academic year. Homeschooled students who reside in Broward County may also participate.

There is no entry fee for poets, and no admission charge for the audition. Tickets for the Word Up! Poetry Slam will be \$10 in advance and \$15 at the door. All proceeds will benefit the City of Sunrise Foundation and the Write Side Poets - two 501(c)(3) non-profit organizations serving the needs of the Broward County community.

The Benefits of Sponsorship

Today's teens enjoy significant buying power and budget influence. Their preferences have an economic impact on almost every product/service segment - including clothing, personal care items, technology, electronics and entertainment.

Working in partnership with schools and libraries, the City of Sunrise Foundation and the Write Side Poets will promote Word Up! to high school students countywide. Key sponsors will be featured prominently in promotional materials and have

a presence at the poetry slam. This exposure is designed to help generate brand awareness, initiate product trials and build sales.

Through event sponsorship, businesses also support an important community event and establish a link with the City of Sunrise Foundation.

Our sponsorship opportunities include:

Title Sponsor - \$1,000

Sponsorship Value = \$3,000

- Branding of event to reflect Title Sponsorship.
- On-site space (one skirted six-foot table and two chairs) for product/service sampling, information distribution and more.
- Logo signage at event.
- Announcements at the event to recognize Title Sponsorship.
- Four VIP Word Up! tickets.
- Identification as Title Sponsor in the following:
 - An advertisement in the October/November/December edition of the City of Sunrise's "Horizons" magazine, which is direct mailed into 33,500 households. An additional 2,500 copies are distributed in City facilities, and a PDF is posted on www.sunrisefl.gov. (To receive this benefit, a sponsorship commitment must be made no later than August 6, 2010.);
 - Two advertisements in the Sun-Sentinel's Sunday "Community News" section. (To receive this benefit, a sponsorship commitment must be made no later than August 20, 2010.);
 - Word Up! content on the Foundation's Web site, www.cityofsunrisefoundation.org, through early November. This content will also be

Word Up! Poetry Slam: Sponsorship Opportunities

accessible via a link on www.sunrisefl.gov, the City of Sunrise's Web site, which generates approximately 35,000 unique hits per month;

- Facebook and Twitter posts;
- Press releases; and
- E-mail blasts to 4,000+ Sunrise residents.

Gold Sponsor - \$500

Sponsorship Value = \$1,500

- On-site space (one skirted six-foot table and two chairs) for product/service sampling, information distribution and more.
- Announcements at the event to recognize Gold Sponsorship.
- Four VIP Word Up! tickets.
- Identification as a Gold Sponsor in the following:
 - An advertisement in the October/November/December edition of the City of Sunrise's "Horizons" magazine, which is direct mailed into 33,500 households. An additional 2,500 copies are distributed in City facilities, and a PDF is posted on www.sunrisefl.gov. (To receive this benefit, a sponsorship commitment must be made no later than August 6, 2010.);
 - Word Up! content on the Foundation's Web site, www.cityofsunrisefoundation.org, through early November. This content will also be accessible via a link on www.sunrisefl.gov, the City of Sunrise's Web site, which generates approximately 35,000 unique hits per month;
 - Facebook and Twitter posts;
 - Press releases; and
 - E-mail blasts to 4,000+ Sunrise residents.

Silver Sponsor - \$250

Sponsorship Value = \$750

- On-site space (one skirted six-foot table and two chairs) for product/service sampling, information distribution and more.
- Announcements at the event to recognize Silver Sponsorship.
- Two VIP Word Up! tickets.
- Identification as a Silver Sponsor in the following:
 - Word Up! content on the Foundation's Web site, www.cityofsunrisefoundation.org, through early November. This content will also be accessible via a link on www.sunrisefl.gov, the City of Sunrise's Web site, which generates approximately 35,000 unique hits per month;
 - Facebook and Twitter posts;
 - Press releases; and
 - E-mail blasts to 4,000+ Sunrise residents.

Bronze Sponsor - \$125

Sponsorship Value = \$300

- On-site space (one skirted six-foot table and two chairs) for product/service sampling, information distribution and more.
- Announcements at the event to recognize Bronze Sponsorship.

For additional information, or to customize a sponsorship opportunity, call (954) 747-4662.