

2010 Cox Movies Under the Moon Sponsorship Opportunities

Far-reaching name placement to show the community you care!

Event & Hospitality Opportunities	Screen Actors Guild \$5,000	People's Choice \$2,500	Golden Globe \$1,000	Bucket Brigade \$1,000/night	Friend \$500	Supporter \$250
Formal sponsorship announcement each night over sound system	✓	✓	✓	✓	✓	✓
Opportunity for employees to volunteer at the event	✓	✓	✓	SOLD OUT	✓	✓
Logo on VanDyck Park entrance banner, seen from Old Lee Highway in Fairfax	✓	✓	✓	✓	✓	
Logo on an oversized banner adjacent to the movie screen	✓	✓	✓	✓	✓	
"Hollywood Reception" for employees and their families for one night prior to the movie	✓					
10x10 display space with tent in prominent location with the opportunity to hang company banner	✓					
Half-table display space with the opportunity to hang company banner		✓				
Formal recognition each night over the PA system – example "We are so pleased that XX Company will match all of the proceeds that are donated to the bucket brigade tonight!"				✓		

Community Marketing Opportunities

Logo on t-shirts worn by approximately 125 event volunteers	✓	✓	✓	✓	✓	
2009 Mohsen Ziai Society membership (annual giving society at Inova Fairfax Hospital for Children)	✓	✓	✓	SOLD OUT		
Logo included on 8 Fairfax City Cue Bus banners prior to the event	✓	✓				
Logo on all University Mall (Fairfax) Domino's Pizza box fliers- two weeks prior to the event	✓	✓				
Logo on fliers distributed at Inova Fairfax Hospital and in Fairfax retail locations	✓	✓				

Public Relations Opportunities

<i>Cox Local Edition</i> recognition– mentioned in a 4-minute spot to promote the event that airs on CNN Headline News 17 times per day for all Cox customers in Fairfax.	✓					
Logo included in Public Service Announcements leading up to the event. PSAs run approximately 800 times per month on Cox Communications stations in Fairfax	✓					
Recognition in Inova Fairfax Hospital newsletters distributed to employees prior to the event.	✓					
Recognition in post-event newsletter distributed to 3,000 local pediatricians by Inova Fairfax Hospital for Children	✓					