

BENEFITS

We will work closely with you to tailor a customized, comprehensive sponsorship and marketing package that meets your company's specific needs and interests. Therefore, the following list of benefits should be used as a platform from which an individually tailored program can be designed.

Depending upon the level of investment as well as the sponsor's objectives, MICA Runway 2008 sponsorship benefits may include:

VENUE PRESENCE

- Logo on MICA History Trailer • Lobby/On-Site Signage
- Logo and/or Tactical Message on Pre-Event DVD Presentation
- Print Recognition in program
- Sponsor AD Placement on our website
- MICA Runway 2008 Poster
- Special Interest Flyers (Introducing Breast Cancer Awareness)
- Sponsor logos on our E-mail Newsletter
- Press Releases • Radio Spots • PSA
- Web Presence on www.micarunway.com
- Public Recognition and Acknowledgement
- Press Launch (MICA Art and Teen MICA)
- Opening Night • Friday Kick-off
- Individually Sponsored Events (Teen MICA, MICA Art, MICA Cinema Showcase, etc.)
- On-Site Opportunities
- Guest & Industry Suite • Talent/Core Team Only Parties
- Promotional Opportunities
- Talent/Volunteers Gift Bags • Event Gift Bags
- Volunteer Prizes and awards
- Lanyards (Core Committees, Audiences, Staff)
- Event Access Passes • Event Vouchers • Individual Tickets
- Prize Package Contribution
- Sponsors and partners have the option to make a relevant contribution to the prize package awarded to our Teen MICA Talent winners.

