



BASEF

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Registered Charity: BN 11895 1565 RR0001

**Big Ideas
.....Infinite
Possibilities.**

Bay Area Science and Engineering Fair 2011

General Sponsorship Program²

The Bay Area Science and Engineering Fair is an annual event that provides an opportunity for grade 7-12 students in Brantford, Haldimand, and Norfolk counties, the city of Hamilton and Halton Region to showcase their talents and ingenuity in Science and Technology. Through sponsorship, you will be helping to foster the great scientific and engineering minds of our future and you will have a unique advertising opportunity which will profile your company's commitment to your community and its youth.

Title Sponsorship \$15,000 (cash³ only)

- Fair name includes your company name
- Opportunity for separate (4'x8') display area at fair
- Signage at awards ceremony and project area (some restrictions apply)
- Invitation to media launch and VIP luncheon
- Company reference, logo on event T-shirt and team clothing (e.g golf shirts) for trip winners (if provided)
- Designated tag for Pinnacle "Best in Fair"⁴ Awards
- Full page ad inside front cover of Fair Program⁵
- Company link posted on website
- Opportunity to speak at Judging Day, VIP lunch, Awards Ceremony
- Program listing
- Company recognition in event promotional materials

Diamond Sponsorship \$10,000 (cash³ plus in-kind¹)

- Cover reference on program
- Opportunity for separate (4'x8') display area at fair
- Signage at awards ceremony and project area (some restrictions apply)
- Invitation to media launch and VIP luncheon
- Designated tag for IISEF (Intel International Science & Eng. Fair) Trip or Merit Awards⁴
- Full page advertisement in Program⁵
- Program listing
- Company recognition in event promotional materials
- Company reference on event T-shirt (if provided)
- Company link posted on website

Platinum Sponsorship \$5,000 (cash³ plus in-kind¹)

- Cover reference on program
- Opportunity for separate (4'x8') display area at fair
- Signage at awards ceremony and project area (some restrictions apply)
- Designated tag for IISEF or CWSF (Canada Wide Science Fair) Trip or Merit Awards⁴
- Invitation to media launch and VIP luncheon
- Full page advertisement in Program⁵
- Company reference on event T-shirt (if provided)
- Company recognition in event promotional materials
- Program listing
- Company link posted on website

Gold Sponsorship \$2,500 (cash³ plus in-kind¹)

- ¾ page advertisement in Program⁵
- Company recognition in event promotional materials
- Company link posted on website
- Invitation to media launch and VIP luncheon
- Program listing
- Award ceremony poster board
- Designated tag for CWSF Trip⁴

Silver Sponsorship \$1,000 (cash³ plus in-kind¹)

- ½ page advertisement in Program⁵
- Award ceremony poster board
- Company link posted on website
- Designated Tag for CWSF Trip Award⁴
- Program listing
- Company recognition in event promotions
- Invitation to media launch and VIP luncheon

Bronze Sponsorship \$500 (cash³ plus in-kind¹)

- ¼ page advertisement in Program⁵
- Award ceremony poster board
- Invitation to media launch and VIP luncheon
- Program listing
- Company link posted on website

Friend Sponsorship \$100 (cash³ plus in-kind¹)

- Program listing
- Company link posted on website

Donor Recognition 2011

¹ In-kind donations are deemed by BASEF to be either core or discretionary. Please see Schedule A for value of in-kind contributions

² Special Awards are not eligible toward sponsorship recognition total value

³ Receipts are available for cash donations only

⁴ "Tags" are additional recognition available only to sponsors donating cash of \$1000 or greater; assigned as available on first-come basis.

⁵ Revenue Canada guidelines restrict donors from receiving items of value in return for charitable donations. If advertising is provided, BASEF will provide non-charitable-donation receipts.

Bay Area Science and Engineering Fair 2011

Recognizing In-kind Donations within the General Sponsorship Program

In-kind donations are gratefully appreciated by the Bay Area Science and Engineering Fair. They allow us to **offset cash expenditures**.

BASEF has identified **two types** of In-Kind donations: **Core** and **Discretionary**

CORE IN-KIND: Deemed at 100% of the item's value. BASEF would buy these items or services if they were not provided in-kind. In the past, Core In-Kind donations have included:

- Program printing
- Site facilities rental
- School bus transportation
- Accounting services
- Office supplies
- Cell phones and Air time

DISCRETIONARY IN-KIND: Deemed at 50% of the item's value. BASEF would not buy these items if they were not donated. Discretionary In-Kind donations have included:

- Photo ID
- Student Giveaways (e.g. Software)
- Trip Winner Apparel (jackets)

Title Sponsorship may not be achieved through the use of in-kind donations. All other levels may use in-kind donations to reach the eligibility amounts.

Receipts are not available for in-kind donations