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| **TEMPLATE FOR VISIBILITY PLAN** |
| **Example**: Package A – $250–$499 | **Example**: Package B – $500–$999 | **Example**: Package C – $1,000–$1,500 |
| VISIBILITY OFFERED | DETAILS (optional) | VISIBILITY OFFERED | DETAILS (optional) | VISIBILITY OFFERED | DETAILS (optional) |
| AT PUBLIC EVENT AND VIA PUBLIC RELATIONS |  | AT PUBLIC EVENT AND VIA PUBLIC RELATIONS |  | AT PUBLIC EVENT AND VIA PUBLIC RELATIONS |  |
|  |  | * Sponsor mentioned and thanked
* At opening event
* At press conference
* In official press release
 | $XXX/mention | * Sponsor mentioned and thanked
* At opening event
* At press conference
* In official press release
 | $XXX/mention |
|  |  |  |  | * Sponsor mentioned (name, logo, etc.) on banner, posters, flags, etc. at event location
 | $XXX/mention |
|  |  |  |  | * Sponsor’s promotional materials made available to public
 | $XXX with distribution on site and via mailout |
| WEB AND SOCIAL MEDIA |  | WEB AND SOCIAL MEDIA |  | WEB AND SOCIAL MEDIA |  |
|  |  |  |  | * Sponsor’s banner or tile on website
 | $XXX/number of pages seen |
| * Sponsor mentioned in social media posts
 | $XXX/mention | * Sponsor mentioned in social media posts
 | $XXX/mention | * Sponsor mentioned in social media posts
 | $XXX/mention |
|  | $XXX/event blurb | * Sponsor mentioned in newsletter article with hyperlink to sponsor’s website
 | $XXX/article | * Sponsor mentioned in newsletter article with hyperlink to sponsor’s website
 | $XXX/article |
| * Sponsor’s logo on sponsored organization’s website, with hyperlink to sponsor’s website (alone or in list with other partners)
 | $XXX/logo | * Sponsor’s logo on sponsored organization’s website, with hyperlink to sponsor’s website (alone or in list with other partners)
 | $XXX/logo | * Sponsor’s logo on sponsored organization’s website, with hyperlink to sponsor’s website (either alone or in list with other partners)
 | $XXX/logo |
| PUBLICITY AND PROMOTIONAL MATERIALS |  | PUBLICITY AND PROMOTIONAL MATERIALS |  | PUBLICITY AND PROMOTIONAL MATERIALS |  |
| * Sponsor’s logo printed on all promotional materials
 | $XXX/publication | * Sponsor’s logo printed on all promotional materials
 | $XXX/publication | * Sponsor’s logo printed on all promotional materials
 | $XXX/publication |
|  |  |  |  | * Sponsor’s logo printed in program brochure, flyer, catalogue, or press release – all enclosed with event press kit
 | $XXX/publication |
|  |  |  |  | * Sponsor’s advertisement (one-page, half-page, or other size) published in event program brochure, flyer, or catalogue
 | $XXX/page$XXX/half-page$XXX/quarter-page |
| INVESTMENT BY SPONSOR |  | INVESTMENT BY SPONSOR |  | INVESTMENT BY SPONSOR |  |
| * Cash investment by partner
 | i.e. Salary or hourly rate of event production team | * Cash investment by partner
 | i.e. Salary or hourly rate of event production team | * Cash investment by partner
 | Salary or hourly rate |

Source: Inspired by visibility plan published by La Fabrique Culturelle