

# NEW YORK CELEBRATES RECOVERY

3rd Annual New York Recovery Rally

September 25, 2010

Featuring: "Recovery Celebration Walk"

and Odyssey House 5th Annual "Run for Your Life"

Icahn Stadium, Harlem River Event Site, Randall's Island Park



## Sponsor Levels

### Diamond Sponsorship – A&E Network

- Video footage and/or PSA spots shown during event
- Company logo prominently placed on all signage, publicity, outreach, promotional, and printed materials
- Company logo prominently placed on stage at event site
- Company logo and link on event website
- Company logo and boilerplate included in all media releases as sponsor
- Booth at event site

### Gold - \$25,000

- Company logo prominently placed on all publicity, outreach, promotional, and printed materials
- Company logo on stage at event site
- Company logo and link on event website
- Company booth on event site
- Company name and boilerplate included in all media releases as sponsor

### Silver - \$10,000

- Company logo and link on event website
- Company booth on event site
- Company name included in all media releases as sponsor

### Bronze - \$5,000

- Company logo and link on event website
- Company booth on event site

### Supporter - \$1,500

- Company booth on event site

### Water Station Sponsor - \$500

- Company name will appear on a sign at water station

### Each category will receive the following amenities

- Opportunity for company giveaways for participants
- Verbal mention from stage by event emcee