First Night® Akron

Downtown Akron Partnership
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Sponsorship Opportunites December 31, 2006

A family-friendly and alcohol-free
New Year's Eve celebration of the arts.

AKRON'S FIRST NIGHT
A NEW YEAR'S CELEBRATION FOR EVERYONE!

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A program of:
Downtown Akron Partnership

First Night® Akron 2007 Sponsorship Opportunities

Premier Sponsorship

2007 Premier Sponsorship is a privilege afforded to only one organization and is awarded on a first received, first granted basis. Benefits include:

· Logo on First Night® admission buttons
· Logo on First Night® volunteer "blinky" buttons
· Logo on framed 18" x 24" First Night posters
· Logo on 11" x 17" promotional posters
· Logo on website
· Logo on cover of official event guide- 20,000 printed
· Prominent signage at Main Stage during Kids Fireworks Show & Midnight Fireworks Show
· Acknowledged by all emcees throughout the evening
· Listed in Akron Beacon Journal full page sponsor "Thank You" ad
· Framed color poster signed by First Night button artist
· Upon your request, 150 complimentary admission buttons ($1,500 value)
· Special press release on Sponsors/Underwriters

Platinum Sponsorship

· Prominent indoor and outdoor signage at a major First Night venue
· Logo recognition on indoor entertainment signage
· Logo recognition in official event guide- 20,000 printed
· Logo on website
· Prominent recognition at the outdoor Main Stage for both fireworks shows
· Acknowledgment by emcees throughout the evening
· Listed in Akron Beacon Journal full page sponsor "Thank You" ad
· Framed color poster signed by First Night button artist
· Upon your request, 100 complimentary admission buttons ($1,000 value)
· Special press release on Sponsors/Underwriters

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Sponsorship Opportunities Continued

Gold Sponsorship

· Prominent signage at a specific site and/or activity
· Logo recognition in official event guide- 20,000 printed
· Logo on website
· Acknowledged by emcees throughout the evening
· Listed in Akron Beacon Journal full page Sponsor Thank You Ad
· Framed color poster signed by First Night button artist
· Upon your request, 50 complimentary admission buttons ($500 value)
· Special press release on Sponsors/Underwriters

Silver Sponsorship

· Prominent signage at a specific site or activity
· Logo recognition in event guide- 20,000 printed
· Listed on website
· Acknowledgement by stage emcees
· Listed in Akron Beacon Journal full page sponsor "Thank You" ad
· Color poster signed by First Night button artist
· Upon your request, 25 complimentary admission buttons ($250 value)

Bronze Sponsorship

· Signage at a specific activity or entertainment group
· Recognized in event guide- 20,000 printed
· Listed on website
· Color poster signed by First Night button artist
· Listed in Akron Beacon Journal full page sponsor "Thank You" ad
· Upon your request, 10 complimentary admission buttons ($100 value)

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Sponsorship Opportunities Continued

First Night® Idol

For the past three years, First Night Idol has created a safe & alcohol-free environment for high school students on New Year's Eve. On Dec. 31, 2006 students from northeast Ohio will compete in the singing competition while friends and family show their support.

Title Sponsorship: Signage on stage will read "*Your Company Name* presents First Night Idol 2007." Emcee will mention sponsor every time First Night Idol is mentioned. Sponsor will be acknowledged in all press releases and printed materials relating to First Night Idol, including a special press release that announces Sponsor's support of the competition. Billed on official event guide (20,000 printed) as "Your *Company Name's* First Night Idol 2007."

First Night® Weddings

Every year couples make First Night® Akron the first night of the rest of their lives together!

Signage at First Night wedding chapel will read "*Your Company Name* presents Chapel in the Moonlight." Sponsor will be acknowledged in every press release and in printed materials relating to First Night weddings. Billed on official event guide (20,000 printed) as "*Company's Name* presents Chapel in the Moonlight."

Night Times Newsletter

The First Night newsletter is sent to sponsors, volunteers, artists and community leaders.

Recognized as major underwriter for all four editions of the Night Times. Logo on front page. Feature story about sponsor's involvement in First Night in one edition.

Billboard Sponsor

As the underwriter of First Night's billboard advertising campaign, the Billboard Sponsor receives logo recognition on all billboard during the month of December. Billboard sponsor is also considered a Gold Sponsor.