



2009 St. John's College

BIG Raffle Sponsorship Opportunities

Take advantage of exclusive sponsorships that allow you to tailor your marketing strategy while ensuring maximum impact on this lucrative audience.

As a **BIG Raffle** sponsor, your company will be advertised and promoted for three months while tickets are sold to nursing students and alumni, hospital physicians and staff and to the residents in and around central Illinois.

Make sure your organization is the first to come to mind when these potential customers are looking to explore new products and services.

- ✓ 3 months of advertising for one sponsorship investment!
- ✓ Target audiences including college alumni, physicians and nurses, educators, office professionals, support staff, patients, new parents, seniors, and more.
- ✓ Ability to reach a large demographic.
- ✓ An opportunity to change lives and make a positive impact in your community.

Supporter (\$250)

- Name listing on all printed materials including, but not limited to:
 - Raffle Tickets
 - Direct-mail campaign to 5,500+ households
 - Newspaper advertisements
 - Signage placed in prominent areas at St. John's Hospital and throughout the community
 - Promotional e-mails to St. John's Hospital and St. John's College students, employees, and staff

Friend (\$500)

- All of the above *plus*
 - Business listing on all promotional materials posted on the St. John's Hospital employee website, which directly reaches more than 2,900 people each day including physicians, nurses, office professionals, support staff, and volunteers

Sponsor (\$750)

- All of the above *plus*
 - All-inclusive name listing to include address, e-mail, telephone number and description of your company's business
 - Your company's logo included on all promotional materials

Benefactor (\$1,000)

- All of the above *plus*
 - All-inclusive listing on promotional materials posted on www.st-johns.org website
 - Ticket sale opportunity to drive consumer traffic to your business

Advocate (\$5,000)

- All of the above *plus*
 - Larger ad on ticket and all advertisements
 - Rights to use "St. John's Hospital and St. John's College Proud Sponsor" logo and links showcasing your company's philanthropy and care for the community on your business website for 2009

Project Partner (\$7,500)

- All of the above *plus*
 - Name included in radio and television advertisements
 - Logo on St. John's Hospital website with hyperlink to your home page
 - Lead Sponsor (Logo and name highlighted on header of all materials)
 - (Example "Your Business and St. John's College are proud to present the 2009 BIG Raffle")

Sponsorship enrollment deadline is March 13, 2009

Need help deciding?

Please contact Candice Kern at candice.kern@st-johns.org or 217-544-6464 ext. 45160.

Thank you for your time and support. We look forward to working with you and promoting your business!