

Project-Level Sample Sales Sheet

Welcome to the platform designed to reach the audience you need.

The {media partner name} has the market-leading **interactive local experience**, and we'd like to help you **capture this segment** of highly-motivated young adults who are **passionate about their community**.

In a nutshell

The {media partner name} is launching a new online photo/social web experience called {CaptureAreaName}. {CaptureAreaName} is an online photo contest with huge ambition. Users register for free, then upload tens of thousands of photos to be voted on. Millions of votes are cast by thousands of users, with the highest-rated photos winning prizes and being included in various print products throughout the year. The result? A super active community of local folks who are passionate about their community. Put your brand in front of this audience as a {CaptureAreaName} project-level sponsor.

What is a project sponsor?

A project-level sponsor is the only kind of sponsor that shares branding with us. We make it clear the entire project is presented by us, with you as the lead partner. We are seeking a single partner to put in front of our active community of engaged young adults, and we think your company is the perfect fit.

Mass activity

In terms of pageviews, we've got a load of them to deliver to your brand. But more than untargeted, raw pageviews, our traffic is interactive in nature. Users spend more than 10 minutes on the site daily – voting for more than 20 photos each visit, commenting on other users' photos and sharing the site on Twitter and Facebook.

Taking your brand viral

Because users want more votes for their photos, they use our Twitter and Facebook integration to reach out to their friends and ask them to get involved in the project. For example, Facebook/Twitter referrals account for nearly 50% of new visits to {CaptureAreaName}. That means your brand reaches new people in new ways, virally.

What do you get?

A project-level sponsor secures a number of unique advertising opportunities in the {CaptureAreaName} project. Check out the list below and the visual snapshot for more details. A category sponsor gets:

- Exclusive ownership of “presented by” co-branding with us.
- Name and link as “presented by” in header/navigation of every page (shared space with our name and link).
- Logo and link in footer of every page (shared with our logo and link).
- Project home page ad slot roadblock (100% of impressions).
- Mention as “presented by” in project emails (new users, promotion).
- Mention as “presented by” in all project promotion.
- Full page presentation of logo and profile in printed products (e.g. book).
- [Determined by media partner] A dedicated {media partner name} ad campaign (see {media partner name} campaign sheet for more info).

A package deal

A {CaptureAreaName} project-level sponsorship is a great start to a well-conceived marketing campaign. Fortunately, we're in the business of crafting complete marketing strategies for businesses like yours. Because we're excited to have you on board as the {CaptureAreaName} project sponsor, we're packaging {media partner name} promotion with your {CaptureAreaName} sponsorship, and offering it together at a great value.

A simple pricing table

With so much packaged together, we're sure you'll find great value in what we're offering. The pricing schedule below is based on commitment length. Check out the visual snapshot for more details.

LENGTH	PRICE
6 MONTHS <i>minimum commitment</i>	\$12,000/MONTH
7-10 MONTHS	\$10,000/MONTH
11-12 MONTHS	\$8,500/MONTH

All prices per month.

A visual snapshot

HARD-WIRED NAME/LINK

Your name and link are shown as "presented by" in the navigation of every page (100% of impressions).

VOTE FOR THE BEST

Users vote for their favorite photos across your category. Our algorithm determines the best from the rest and features them on your category home page.

CONNECT THE COMMUNITY

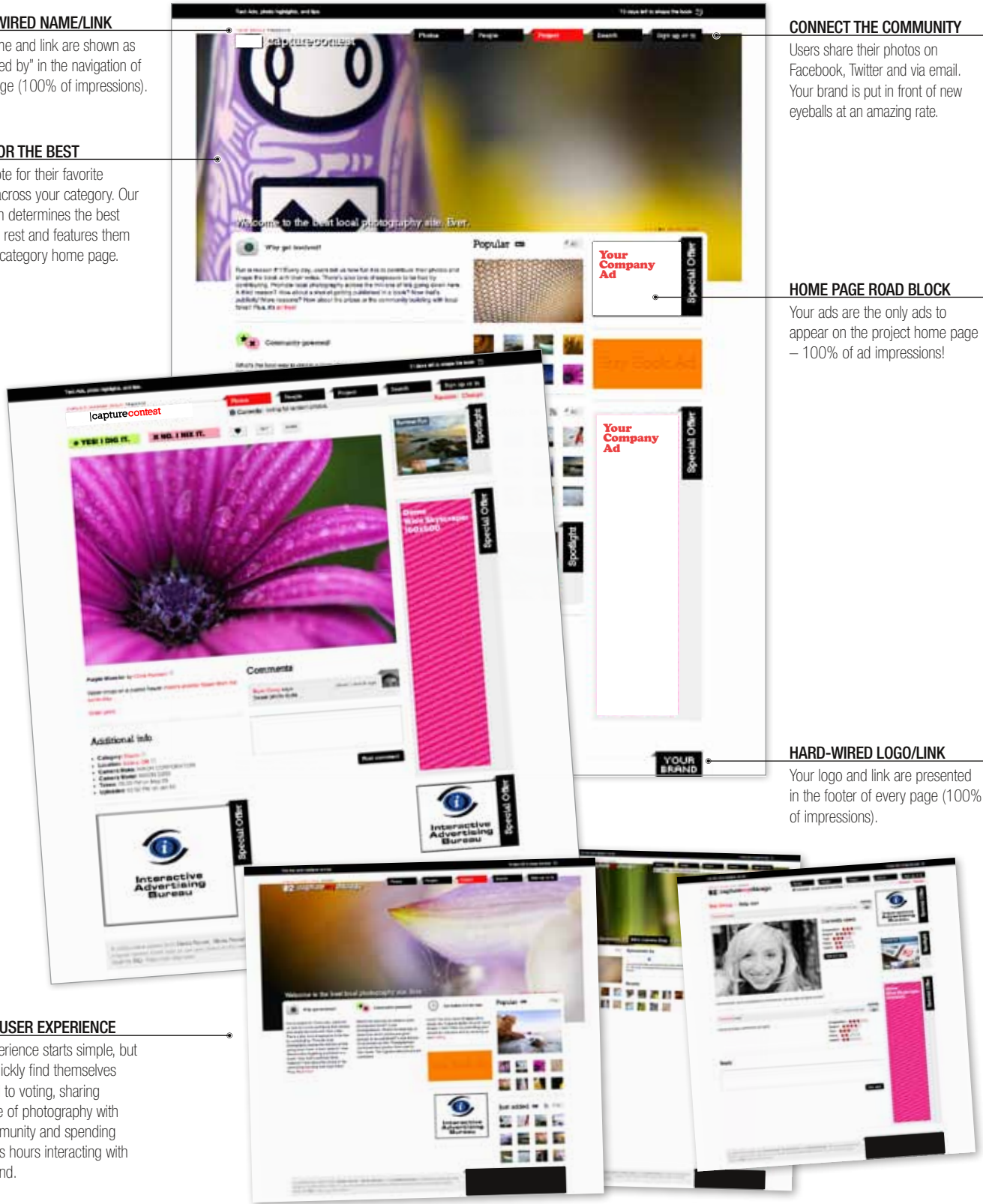
Users share their photos on Facebook, Twitter and via email. Your brand is put in front of new eyeballs at an amazing rate.

HOME PAGE ROAD BLOCK

Your ads are the only ads to appear on the project home page – 100% of ad impressions!

HARD-WIRED LOGO/LINK

Your logo and link are presented in the footer of every page (100% of impressions).



A RICH USER EXPERIENCE

The experience starts simple, but users quickly find themselves addicted to voting, sharing their love of photography with the community and spending countless hours interacting with your brand.