



## Olds College Fibre Week 2012 Jun 22 - 29

Fibre Week sponsorship provides the organizing committee with opportunities to present a quality event while minimizing costs to the participants. While sponsors receive recognition in various ways, they realize that their contribution has value far beyond any such recognition.

Receipts will be provided for donations that qualify under Canadian Revenue Agency Guidelines. In most cases this will mean: Business Expense Receipts for businesses and tax-credit receipts for individuals. Gifts-in-kind will be recognized in the appropriate category according to their value if they directly offset a Fibre Week expense item. Sponsorships may be a combination of Cash and Gifts-in-Kind.

The following categories and the recognition attached to each will be in place for Fibre Week 2012.

### Sponsorship Levels

#### Titanium Sponsor \$3000+

The designation "Title Sponsor" shall be reserved for the first donor in this category. The "Title Sponsor" shall be named in the following manner in the brochure and on the website:

**"Olds College and XXXXXX present Fibre Week 2011"**

All sponsors in this category will be recognized as follows:

- Business name & logo\* on all appropriate pages of the Fibre Week website. The logo shall link to the business website in each case.
- Business name & logo\* in the Fibre Week brochure and on suitable promotional items
- Opportunity to display a banner during all appropriate events
- Short description of business on the *MEET OUR SPONSORS* page of the website
- Complementary Booth space for display or vending (request must be included with sponsorship).
- Opportunity to place an insert (advertisement/coupon, etc) in the participant package (inserts must be received by June 15).
- Applicable Olds College Donation receipt

\*Logo must be supplied in a suitable high resolution format

#### Diamond Sponsor \$1500 - \$2999

- Business name & logo\* on the home page of the Fibre Week website with a link to the business website
- Business name on suitable promotional items
- Short description of business on the *MEET OUR SPONSORS* page of the website
- Named as a Sponsor of one Social event, the Airport Shuttle Service or three Fibre Arts courses  
*First right of refusal to continue this specific sponsorship the following year*
- Display a banner or signage at the sponsored event or service
- Complementary Booth space for display or vending (request must be included with sponsorship).
- Opportunity to place an insert (advertisement/coupon, etc) in the participant package (inserts must be received by June 15).
- Listed as Sponsor in the Fibre Week brochure if received by November 15
- Acknowledgement on the Fibre Week Website with a link to your website (if applicable)
- Applicable Olds College Donation receipt

\*Logo must be supplied in a suitable high resolution format

### **Platinum Sponsor \$1000 - \$1499**

- Named as a Sponsor of one Fibre Week event/program such as a Fleece Show, the Master Spinner Program, the Master Weaver Program *or* two Fibre Arts courses  
*First right of refusal to continue this specific sponsorship the following year*
- Display signage at the sponsored event
- Complementary Booth space for display or vending (request must be included with sponsorship).
- Opportunity to place an insert (advertisement/coupon, etc) in the participant package (inserts must be received by June 15).
- Listed as Sponsor in the Fibre Week brochure if received by November 15
- Acknowledgement on the Fibre Week Website with a link to your website (if applicable)
- Applicable Olds College Donation receipt

### **Gold Sponsor \$500 - \$999**

- Named as Sponsor of one Fleece Show *or* one Fibre Arts course *or* the hospitality lounge\*  
*First right of refusal to continue this specific sponsorship the following year*
- Booth space for display or vending at **50% of the advertised cost** (request must be included with sponsorship).
- Opportunity to place an insert (advertisement/coupon, etc) in the participant package (inserts must be received by June 15).
- Listed as Sponsor in the Fibre Week brochure if received by November 15
- Acknowledgement on the Fibre Week Website with a link to your website (if applicable)
- Applicable Olds College Donation receipt  
*\*hospitality lounge sponsorship may be "gift-in-kind" and assumes the sponsor will take responsibility for organization, provisions supplies and management.*

### **Silver Sponsor \$250 - \$499**

- Listed as Sponsor in the Fibre Week brochure if received by November 15
- Acknowledgement on the Fibre Week Website sponsor page
- Applicable Olds College Donation receipt

### **Bronze Sponsor \$100 - \$249**

- Acknowledgement on the Fibre Week Website sponsor page
- Applicable Olds College Donation receipt

### **Friends of Fibre Week Donations under \$100, Prizes, Auction Items**

- Applicable Olds College Donation receipt
- Acknowledgement on the Fibre Week Website following the event