

## SPONSORSHIP OPPORTUNITIES

### PSRC's FALL FUNDRAISER PROUDLY PRESENTS



#### AN EVENING WITH AL FRANKEN

Former U.S. Senator, Author,  
Comedy Writer, Comedian,  
Producer, and Screenwriter

**SATURDAY, OCTOBER 17, 2020**



This Fall, PSRC is hosting Senator Al Franken (and former SNL alumnus), for our virtual annual fundraising event. Proceeds from this event funds PSRC's essential social services providing support and extensive educational and social programming for the most vulnerable in our community. PSRC has set a goal to raise \$75,000. Help us achieve this goal and become an event sponsor.

An event sponsorship offers unique advertising benefits. We are a perfect fit for the company looking to build brand awareness, share their communal responsibility and increase visibility among 3,500 plus patrons of the greater Princeton area.

**Date: Saturday, October 17, 2020**

**Virtual Program Time:  
7:30 p.m. to 8:30 p.m.**

**Virtual VIP meet and greet via Zoom  
6:30-7:15 p.m.**



PRINCETON SENIOR RESOURCE CENTER  
45 Stockton Street • Princeton • NJ • 08540  
princetonsenior.org • 609.751.9699

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Signature \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Administrative Contact \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

#### ☐ Saturday Night Live — \$10,000

- 10 Complimentary tickets • VIP virtual reception with Al Franken 6:30–7:15 p.m. • Recognition on digital invitation with active hyperlink; recognition in digital program (full page ad, first page — first come, first serve basis); company name on PSRC website with active hyperlink; and name listing in eblasts

#### ☐ Gilda Radner — \$7,500

- 8 Complimentary tickets • VIP virtual reception with Al Franken 6:30–7:15 p.m. • Recognition on digital invitation with active hyperlink; recognition in digital program (full page ad) link; company name on PSRC website with active hyperlink; and name listing in eblasts

#### ☐ Jane Curtin — \$5,000

- 6 Complimentary tickets • VIP virtual reception with Al Franken 6:30–7:15 p.m. • Recognition on digital invitation with active hyperlink; recognition in digital program (half page ad); company name on PSRC website with active hyperlink; and name listing in eblasts

#### ☐ Dan Aykroyd — \$2,500

- 4 Complimentary tickets • VIP virtual reception with Al Franken 6:30–7:15 p.m. • Recognition on digital invitation; recognition in digital program (half page ad); company name on PSRC website with active hyperlink; and name listing in eblasts

#### ☐ John Belushi — \$1,500

- 4 Complimentary tickets • VIP virtual reception with Al Franken 6:30–7:15 p.m. • Recognition on digital invitation; recognition in digital program (quarter page ad); company name on PSRC website with active hyperlink; and name listing in eblasts

*\*digital ad journal specifications on reverse*

#### PAYMENT INFORMATION (Check or Credit Card)

Check Number \_\_\_\_\_ Check Amount \_\_\_\_\_

Card Number \_\_\_\_\_

Exp \_\_\_\_/\_\_\_\_ CVV \_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE KEEP A COPY OF THIS AGREEMENT FOR YOUR RECORDS.

## PSRC EVENT PROGRAM ADVERTISING RATES & SIZES

- ☐ Full page ad: **\$1,000** — 6" wide x 7.5" high
- ☐ Half page vertical ad: **\$700** — 3" wide x 7.5" high
- ☐ Half page horizontal ad: **\$700** — 6" wide x 3.75" high
- ☐ Quarter page vertical ad: **\$350** — 3" wide x 3.75" high
- ☐ Business card size ad: **\$125** — 3" wide x 1.875" high

## ADVERTISING DEADLINE & SPECIFICATIONS

- For sponsorship name inclusion in our pre-event promotional materials register and make payment by September 1, 2020 to be included in the first digital invitation.
- **FINAL** payment and artwork deadline for inclusion in digital ad program is Thursday, October 1, 2020
- All advertising copy should be submitted at actual size, camera-ready, no bleeds, 300 DPI
- We accept the following formats: PDF (preferred), EPS, AI
- Email ads with all logos, images, and fonts embedded to [bprince@princetonsenior.org](mailto:bprince@princetonsenior.org)

### QUESTIONS:

Contact Barbara Prince at 609.751.9699, ext. 107  
or [bprince@princetonsenior.org](mailto:bprince@princetonsenior.org)

THANK YOU FOR BELIEVING IN OUR CAUSE —  
WE THANK YOU FOR YOUR SUPPORT!



## DIGITAL PROGRAM ADVERTISING RATES & SIZES

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