



Sponsorship Opportunities

MD Highway Centennial Sponsorship Levels As of August 16, 2007

Exclusive Event Sponsor -- \$50,000
Only one per category for the entire event.

Exclusive Categories	Available?
Auto Maker/Automobile	Yes
Rental Car Agency	Yes
Driving Program	Yes
Taxi Service	Yes
Heavy Construction Firm	Yes
Engineering Firm	Yes
Fuel Retailer	Yes
Auto Parts Retailer	Yes
Auto Service Provider	Yes
Tire Retailer	Yes
Insurance Company	Yes
Home Builder	Yes
Trucking Company	Yes

*More celebration venues are being added.
Below is the latest list of activities and sponsorship acknowledgements.
Become a sponsor today!*

	Supporter	Booster	Patron	Friend	Bronze	Silver	Gold	Platinum	Exclusive
Donation	\$250	\$500	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000	\$50,000
<i>Commemorative Book</i>									
Listing in Book	☺	☺	☺	☺	☺	☺	☺	☺	☺
Sponsorship Acknowledgement						Quarter page	Half page	Full page	Full page, prime loc.
Logo in Book					☺	☺	☺	☺	☺
Copies of book	1	1	1	5	5	10	15	25	100
<i>90 Minute PBS Documentary on the History of the Maryland State Highway Administration</i>									
Recognition as sponsor							☺	☺	☺
Logo shown in documentary						Listing	Listing	☺	☺
Logo on the DVD cover							☺	☺	☺
Designed panel on cover									☺
Copies of documentary					5	10	15	25	100
<i>Gala Celebration</i>									
Logo on event signage						☺	☺	☺	☺



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(if industry ok)									
Reserved VIP Seating with Executive Committee									☺
Listing in event program	☺	☺	☺	☺	☺	☺	☺	☺	☺
Sponsor Acknowledgement in event program					Logo with listing	Quarter page	Half page	Full page	Full page, choice location
<i>Promotional Materials</i>									
Listing in Press Kits (6+)					☺	☺	☺	Logo ☺	Logo ☺
Photo with MDOT Executive Committee for press kit									☺
Listing in Official Brochure (20,000 copies printed and distributed)					☺	☺	☺	☺	☺
Logo in Official Brochure								☺	☺
Listing on Website	☺	☺	☺	☺	☺	☺	☺	☺	☺
Logo on Official Website				☺	☺	☺	☺	☺	☺
Link from Official Website				☺	☺	☺	☺	☺	☺
100 word Organizational Promotion on Website						☺	☺	☺	☺
<i>Events and Exhibits</i>									
Maryland Quality Initiative Conference, Jan 30-31, 2007					Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material
								Logo on booth	Logo on booth
									Joint Promotion
									VIP, Press Meetings
Maryland State Fair—11 day event August & Sept. 2008 (over 500,000 visitors)					Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material
								Logo on	Logo on



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								booth	booth
									Joint Promotion
									VIP, Press Meetings
Motor Vehicle Administration Offices—Prominently placed year-long display					Listing	Listing	Logo	Logo	Logo
Maryland Visitors Centers—Prominently placed year-long display						Logo	Logo	Logo	Logo
BWI Airport Terminal—Prominently placed year-long display (updated quarterly)						Listing	Logo	Logo	Logo
Display at Baltimore Museum of Industry						Listing	Logo	Logo	Logo
Maryland Association of Counties Summer Convention Ocean City, (exhibit space always sells out).					Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material
					Listing	Logo	Logo	Logo on booth	Logo on booth
									Joint Promotion
									Press Briefings
Maryland Municipal League Convention, June 2008 (1,500 vendors and representatives from over 120 cities & towns)					Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material
								Logo on booth	Logo on booth
									Joint Promotion
									VIP, Press Briefings



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<i>Joint Promotion</i>									
Use of the Centennial Logo on your website and in your promotional materials					☺	☺	☺	☺	☺
Custom promotional activities and media events* May host poster contest for kids; essay contest; web safety contest...									☺
SHA hosting open house events in every county – 23 Counties and the Statewide Operations Center. These events will be widely promoted to public and elected officials					Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material	Recog. Promo Material
								Logo on booth	Logo on booth
					Sponsor handouts Centennial booth ¹	Sponsor handouts Centennial booth	Sponsor handouts Centennial booth	Sponsor handouts Centennial booth	Sponsors' Own Booth or Display ²
									joint promotion
									VIP/Press Briefings

¹ Sponsors may provide give aways, games, or product displays that are tasteful in nature.

² The Executive Committee will meet with the marketing team of the Exclusive sponsors to develop custom promotions. Examples might include driving the sponsoring car down Maryland's first highway (Route 1) or a teen driving quiz to promote safe driving, etc.