



# THE ED BLOCK COURAGE AWARD FOUNDATION, INC.

*HELP US HELP ABUSED CHILDREN*

MINI GOLF DAY 2010  
*Puttin' Away Child Abuse*  
Saturday, September 25, 2010

## ***TITLE SPONSORSHIP***

**COST: \$5,000**

- Singular Co-branding with event name: “The \*-----\* ED BLOCK COURAGE AWARD MINI GOLF DAY”, in materials surrounding the event
- Two (2) 30 second ads to air on **ABC Channel 2** during *Inside PressBox* (value \$450)
  - Ads may be produced by sponsor or Foundation ads featuring the sponsor
- Logo/ Company name to appear as Title Sponsor in promotional spots on television and radio
  - Placement on PSA to run on Comcast TV Channel CN8
    - Ad airings to be determined by Comcast scheduling
  - Placement on PSA to run on 100.7 The Bay Radio webcast with a minimum of 100 airings
    - Ad's will run from August 2<sup>nd</sup> to September 24<sup>th</sup>
  - Placement on PSA to run on Fox Sports Radio 1370 with a minimum of 100 airings ( value \$3,800)
    - Ad's will run from August 2<sup>nd</sup> to September 24<sup>th</sup> from the hours of 7 AM – 7 PM
- Recognition in *PressBox* advertisements (monthly sports paper dist. 75,000)
  - Half Page Ad in Ed Block GoalPost Special Insert of *PressBox* (value \$1,860) prior to event
  - Sponsor will be discussed on the *Inside PressBox* show on ABC2
    - Show will air on a TBD date in August
- Two (2) foursomes featuring local sports or media celebrities (value \$360)
- Logo to appear on **EVERY** Tee Sign (11” x 17” - color)
- Logo to appear on sleeve of **EVERY** Event T-Shirt
- Recognition as Title Sponsor in ALL media surrounding the event
  - (i.e. press releases, interview opportunities, etc.)
- Inclusion of logo as Title Sponsor on Mini Golf Day 2010 page on [www.edblock.org](http://www.edblock.org)
  - With hot link redirect to sponsors website
  - 1.3 Million Unique page views in 2009
- Inclusion of logo as Title Sponsor on Mini Golf Day 2010 page in Ed Block Courage Award event program book (Dist. 2,500)
- Primary fence signage with logo featured prominently
- Placement of one (1) banner with company logo/name at both the entrance to the course and food pavilion

8808 Orchard Tree Lane • Towson, MD 21286 • 410.821.6252 • [www.edblock.org](http://www.edblock.org)

**HELP US HELP ABUSED CHILDREN**

The Ed Block Courage Award Foundation is a 501 (C) (3) Non-Profit organization that raises awareness and prevention of child abuse through its Courage House National Support Network for Kids and an affiliation with the National Football League.