

College & Career Expo

1220 Highway 279 South

Owensboro, KY 42301

502-552-3857

marleneknightevents@gmail.com

2014 College & Career Expo JCPS Sponsorship Proposal

The College & Career Expo agrees to name JCPS as a major sponsor for the 2014 College & Career Expo, scheduled for October 12, 2014 with the following agreement:

- Sponsorship @ \$7500.00
- Distribution of flyers to counselors 2-3 months prior to Expo
- Event date & announcement in parent newsletter
- Event listing on calendar on JCPS web site
- Placement of posters to all JCPS high schools

The College & Career Expo agrees to provide the following to JCPS in return for Major SPONSORSHIP:

Sponsor listing on all print, mailed and fax advertisements, as listed below.

Newspaper Ads to include:

- Southeast Outlook
- The Record
- Jeffersonville Evening News
- New Albany Tribune
- Job News (Expo Trade)
- The Voice Tribune
- Courier Journal

Sponsor listing on all social media sites, including Facebook and Twitter.

Printed Mailed Advertisements

- 30,000 Flyers
- 500 Posters (14x16 or larger)
- Sponsor listing on all TV and radio spots, as well as all Public Service Announcements, that are scheduled by the College & Career Expo
- Sponsor listing in the College & Career Expo Official Guide

- Sponsor listing on all “newspapers in education” publications advertising the JCPS College and Career Expo 2014
- Sponsor listing on 4 full page Job News ads
- Sponsor listing on Courier Journal supplemental program in CJ the Wednesday prior to the Expo
- Sponsor listing on www.collegeandcareerexpo.com
- Sponsor listing on all materials distributed throughout the Jefferson County Public School System, as well as all systems throughout the region and Southern Indiana, including all parochial and private schools throughout the region.
- Exposure to an attendance over 10,000 people
- Free **20x20** island exhibit booth and sign (\$4000.00 value)
- Opportunity to conduct seminar(s)
- Sponsor billing on all sponsor banners
- Free parking passes

Agreement for Sponsorship as listed above

JCPS Representative

Marlene Knight
Show Manager

Date

January 28, 2014