

College & Career Expo

1220 Highway 279 South

Owensboro, KY 42301

502-552-3857

marleneknightevents@gmail.com

2015 College & Career Expo Jefferson County Public School System Sponsorship Proposal

The College & Career Expo agrees to name JCPS as a major sponsor for the 2015 College & Career Expo, scheduled for September 20, 2015 with the following agreement:

- Sponsorship @ \$7500.00
- Advertisement or listing of the College & Career Expo on the JCPS website.
- Distribution of flyers or newsletter mention, if applicable

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

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

Newspaper Ads to include:

- Southeast Outlook
- The Record
- Jeffersonville Evening News
- New Albany Tribune
- Job News
- The Voice Tribune
- Courier Journal
- Business First
- Sponsor listing on digital flyers

Printed Mailed Advertisements

- 20,000 Flyers
- 500 Posters (14x16 or larger)
- Sponsor listing on social media sites including Facebook & Twitter
- Sponsor listing on all materials distributed throughout the JCPS system, as well as school systems throughout Kentucky & 20 additional counties in Indiana, including all parochial and private schools. Flyers and Posters will also be distributed throughout the Louisville Free Public Library System and 55,000 degrees outlets.
- 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 on www.collegeandcareerexpo.com

- Sponsor listing in the College & Career Expo Official Guide
- Sponsor listing on 4 full page Job News ads
- Sponsor listing on Courier Journal supplemental program in CJ the Wednesday prior to the Expo or Business First the Friday prior to the event.
- Exposure to an attendance over 10,000 people
- Free **20x20** island exhibit booth and sign at front entrance (\$4000.00 value)
- Opportunity to conduct seminar(s)-available only to sponsors
- Sponsor billing on all sponsor banners
- Free parking passes

Agreement for Sponsorship as listed above

JCPS Representative

Marlene Knight

Show Manager

Date

January 7, 2015