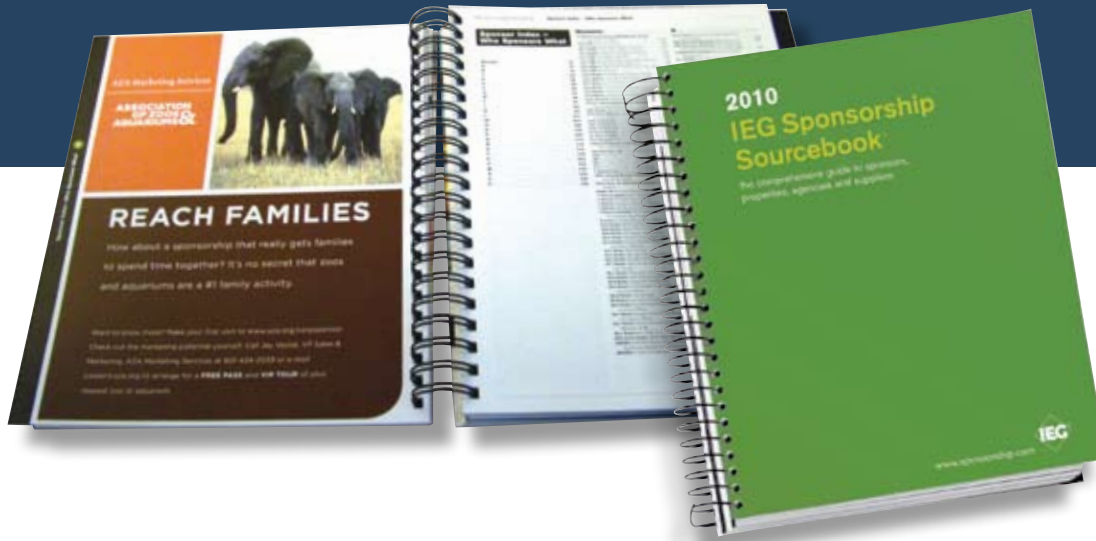




2010 IEG Sponsorship Sourcebook™

Advertising Opportunities



The *IEG Sponsorship Sourcebook* is the only marketplace where thousands of sponsors, properties, agencies and suppliers come together to learn the who's who and who's doing what of the sponsorship industry. It's where the industry turns to increase their return from sponsorship by delivering qualified leads—from the most active sponsors to the hottest sponsorship opportunities—the *Sourcebook* connects you to the right people right away.

The 2010 *IEG Sponsorship Sourcebook* is guaranteed to reach the top corporate sponsors and the industry's most influential agencies. IEG hand-picks over 1,000 leading industry execs to receive a free copy of the *Sourcebook*. *IEG's Sourcebook* is also a constant reference tool for thousands of properties, agencies and suppliers looking for the next deal or a new partner.

“

I've been a consistent advertiser in the *Sourcebook* and the results have been just as consistent. A week doesn't go by where I don't receive some calls generated by my display ad in the *Sourcebook*. If I were to choose just one avenue to advertise for my business, it would be the *IEG Sponsorship Sourcebook*.

Kathy Emery
The Sponsor Placement Co.

”

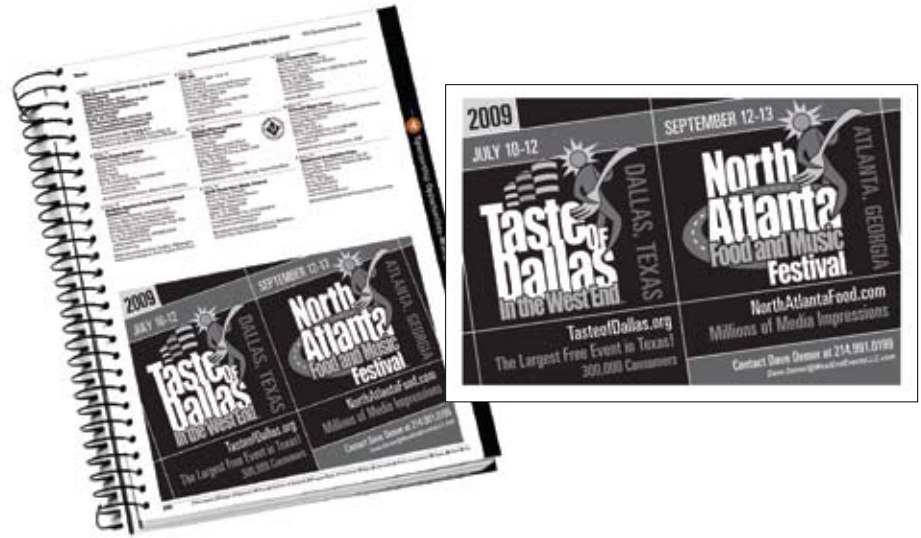
2010 IEG Sponsorship Sourcebook™ Advertising Opportunities



Make it easy for your next sponsor to find you.

Your message will stand out among thousands of opportunities...

in Print...



“

We've been advertising in *IEG's Sourcebook* for more than 10 years. IEG is the ultimate resource for potential sponsors to learn about opportunities. Any event, festival or organization that is serious about sponsors needs to have a presence in IEG's publications.

Debbie Laferty
Music For All

”

and Online...



Colorado State Fair & Rodeo

Event Date: August 28-September 7
Event Location: Pueblo, CO
Dani L. Griffith
Sponsorship Manager
[Email Company Contact](#)

State/County Fair
101 Beulah Ave.
Pueblo, CO 81004 USA
Phone: 719.404.2013
[Website Link](#)

Located in Pueblo, Colorado, the Colorado State Fair features the best in family fun and entertainment. Over 462,000 people gather to enjoy big name concerts, extreme sports, wild carnival rides, top notch live-stock and horse shows, educational exhibits and more than 300 commercial exhibits. The State Fair proudly serves as a showcase for Colorado agriculture youth and communities.

2010 IEG Sponsorship Sourcebook™ Advertising Opportunities



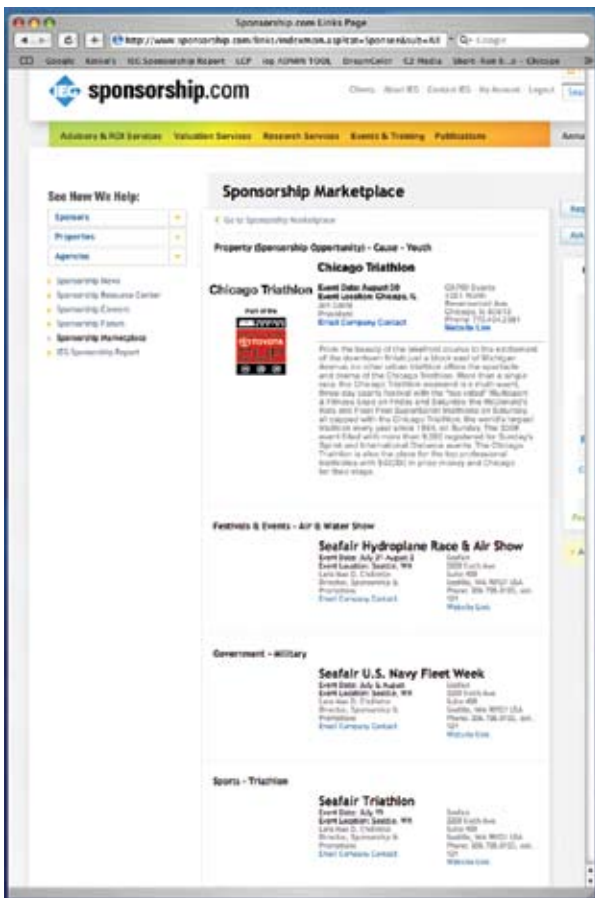
“ IEG advertising really does work for us. We got a \$10,000 sponsor recently, and we keep getting sponsors. We’re very happy to advertise with IEG.”

Beverly Kantrowitz
Saratoga ARC Festival & Dressage

Additional exposure includes:

Listing on Sponsorship.com (reserved for 1/3-page, full-page and tab advertisers only):

Your opportunity will receive featured placement on IEG’s Sponsorship Marketplace. With thousands of hits per week, this listing is worth the price of advertising alone.



Also:

Featured opportunity in IEG’s Off The Wire (reserved for 1/2-page or larger advertisers): IEG’s “Off The Wire” delivers the hottest news and announcements to IEG Sponsorship Report subscribers twice a week. You couldn’t find a more targeted platform for your message to appear—and, your message will be featured four times.



Featured Agency

Boulder Blimp Co.

Inflatables

Additional Services:

Balloons—Cold Air, Signage



Since 1980, Boulder Blimp Company has set the standard in the industry for giant cold-air inflatable products. Call or visit our website (www.boulderblimp.com) today for more information.

www.boulderblimp.com



Plus, you'll receive the following tools:

These tools are key to your success. You can't simply sit back and wait for the phone to ring. Put these tools to work to find your next partner!



A free copy of the 2010 IEG Sponsorship Sourcebook, including CD-ROM: includes complete contact information for 2,000 corporate sponsors, 2,000 sponsorship opportunities and 750 industry agencies and suppliers.



Year-round online access to IEG Sponsorship Marketplace: This online marketplace will give you instant access to the movers and shakers of the sponsorship industry. You can search to see what your competition is doing, or find an agency or supplier to help you achieve your goals.



IEG Prototype Proposal: IEG's senior consultants developed this prototype proposal that delivers the results-driven brief that gets you in the door and the follow-up proposal that facilitates the sale. Delivered to you in an easy-to-use Word format. You can quickly tailor this proposal and send it to the sponsors you select in the *Sourcebook*.



The *IEG Sponsorship Sourcebook* is a key part of our advertising plan. All the events we want to be a part of are active participants in the *Sourcebook*.

Jane Wisialowski
Seton Event Supply



Rates:

Ad Space	B&W Rates		4-Color Rates		Advertiser Benefits			
	Standard Rate	Renewal Rate	Standard Rate	Renewal Rate	Free Sourcebook(s)	Listing Credit	Online Listing	Off-The-Wire E-newsletter
Logo Package	\$499	\$499	N/A	N/A	1 copy	\$100	N/A	N/A
1/6 Page Vertical	\$665	\$599	N/A	N/A	1 copy	\$100	N/A	N/A
1/3 Page Vertical or Square	\$1,189	\$1,075	\$1,689	\$1,525	2 copies	\$150	Yes	N/A
1/2 Page	\$1,515	\$1,369	\$2,165	\$1,957	2 copies	\$250	Yes	Yes
Full Page	\$2,519	\$2,260	\$3,600	\$3,235	2 copies	\$350	Yes	Yes
Tab Divider Page	N/A	N/A	\$4,855	\$4,365	Call for additional benefits			
Inside Back Cover	N/A	N/A	\$4,985	\$4,485	Call for additional benefits			
Inside Front Cover	N/A	N/A	\$6,255	\$5,620	Call for additional benefits			
Back Cover	N/A	N/A	\$7,325	\$6,765	Call for additional benefits			

All rates quoted in U.S. dollars. Customers outside the U.S., please pay by credit card (or call for other instructions).

Mechanical Requirements:

File Format: For quality-control purposes, only the following file formats are accepted:

- QuarkXPress; Illustrator; Photoshop; InDesign
- EPS files created from native applications are preferred with type converted to outlines

Document Setup: The ad's file dimensions should match final printed dimensions specified in this document.

Images and Resolutions:

- Color and Grayscale (TIFF) - 400dpi
- B&W Line art (Bitmap TIFF) - 1200dpi

Fonts: Convert fonts to outlines, and send font files with artwork. TrueType fonts will not be accepted.

Proof: Included a high-resolution laser proof with your ad on a CD. Without a proof, IEG cannot be responsible for ad reproduction quality. If you e-mail your ad to adv@sponsorship.com, include a PDF soft proof. Media will not be returned.

Specs:

