



**Parent Educational Advocacy Training Center**



## **Virginia Icon Corporate Investor Form**

### **A Unique Opportunity**

The Virginia Icon, a project of the Parent Educational Advocacy Training Center, is a great business investment. Four communities: Alleghany County, Newport News, Northern Virginia, and Richmond. Twenty teens compete to be the best vocal talent in the Commonwealth, in a 3,000-seat venue, Richmond's Landmark Theater, October 12. Benefit from communications that create the buzz, through traditional and non-traditional approaches, including social networks, face-to-face, and technology-based, that appeal to the interests and lifestyles of the teen demographic. The Virginia Icon is a smart buy that captures attention, draws clients and customers to your brand, and defines your company as a good corporate citizen. Please review the following packages and consider the ROI value of affiliation with the Virginia Icon.

### **Signature Sponsor - \$50,000 [exclusive]**

Company name and logo displayed prominently on event print literature and signage for concert, VIP reception, and Red Carpet Step and Repeat. Photo ops with Virginia Icon winners and celebrities, mention in all press releases, article and company logo on PEATC website. Also, company logo and mention on Virginia Icon Myspace and YouTube. Full-page color ad and article in souvenir program book, three-minute on-stage presentation and special recognition during event. In addition, media interviews, twenty-six passes to event for company and forty passes to event in company's name to organizations that support inner city and rural youth who are underserved.

### **Shining Star - \$10,000 [five maximum]**

Recognition at event and company name and logo on event print literature as well as concert, VIP reception, and Red Carpet Step and Repeat signage. Full-page color ad in souvenir program book, article and logo on PEATC website and mention in all related media, including press releases, and mention and logo on Virginia Icon Myspace and YouTube. In addition, twenty-six passes to event and photo ops with Virginia Icon winners and celebrities.

*Toll Free (800) 869-6782*

*Fax (800) 693-3514*

*email [partners@peatc.org](mailto:partners@peatc.org)*

**Main Office** 100 N. Washington St. Suite 234, Falls Church, VA 22046

(703) 923-0010

**Richmond Regional Office** 2922 West Marshall Street, Richmond, VA 23230

(804) 819-1999

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*[www.peatc.org](http://www.peatc.org)*



## **Rising Star - \$5,000 [ten maximum]**

Recognition at event and company name and logo on event print literature as well as concert, VIP reception, and Red Carpet Step and Repeat signage. Half-page color ad in souvenir program book, mention and logo on PEATC website, mention in all press releases, sixteen passes to event and mention and logo on Virginia Icon Myspace, and photo ops with Virginia Icon winners and celebrities.

## **Shooting Star - \$3,000 [twenty maximum]**

Recognition at event and company name and logo on event print literature as well as concert, VIP reception, and Red Carpet Step and Repeat signage. ¼ page color ad in souvenir program book, logo on PEATC website and in all press releases. Ten passes to event and logo on Virginia Icon Myspace.

## **Home Town Star Sponsor - \$10,000 [two non-competing sponsors per locale]**

This sponsorship is for businesses that desire to support Virginia Icon participants from their local communities, meaning Alleghany County, Newport News, Northern Virginia, or Richmond. This sponsorship carries the same benefits as the **Shining Star** sponsor. The only difference is that media and related communications will be customized to reflect support for students from their respective communities.

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Please complete the following, tear off, and mail to Cherie Takemoto, Executive Director, PEATC, 100 North Washington Street, Suite 234, Falls Church, Virginia 22046. Contributions are tax-deductible.

Corporation Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_ Web Address \_\_\_\_\_

Investor Level \_\_\_\_\_

[Please send souvenir program book advertising artwork and corporate logo electronically to [takemoto@peatc.org](mailto:takemoto@peatc.org). Email Cherie Takemoto for ad dimensions.]

Payment Method [Please designate]

Check \_\_\_\_ Credit Card \_\_\_\_ Card Type \_\_\_VISA \_\_\_ MASTER CARD



**Parent Educational Advocacy Training Center**

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Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Thank you for supporting the Virginia Icon, a fundraiser for Virginia's Parent Educational Advocacy Training Center. Your generosity benefits more than 175,000 Virginia children with disabilities.