



The 3rd annual 'Ducks On The Dan Derby Duck Race' will be held on June 12th, 2010. The Duck Race is a unique event that the entire family can enjoy. Over 4,000 people enjoy family fun in Constitution Square with inflatables, games and great food, and then watch 5,000 rubber ducks race down the Dan River downtown with a chance to win great prizes. For more information on the Duck Race go to our website, www.ducksonthedan.com. Your company/organization has a tremendous opportunity to be a part of this great event gaining visibility, credibility and building goodwill throughout Halifax County. In addition, as a sponsor, you would receive the following benefits:

BIG DUCK Sponsor: \$5,000.. Corporate logo on the **cover** & inside of 25,000 duck adoption papers distributed in a four county area; Your Business name inside adoption papers; Corporate logo & business name in newspaper advertising; Name mention in radio advertising; Corporate logo & business name on promotional posters and on souvenir t-shirts; Corporate logo and name on banners & signage for event; A sponsor booth space at the event to display your products or services (you provide booth and any banners you want to display); Recognition throughout the race day; Logo, name, & business description on our website with link to your site; 20 duck adoptions for your promotion use; 12 souvenir duck race t-shirts; Adoption outlet for ducks; Television advertising with name and/or logo... and cross promotions with TV station and our mascot duck, 'Quacky', promoting your business; Press release photo of sponsorship in newspapers.

RUBBER DUCKY: \$2,500..... Corporate logo & business name on inside of 25,000 duck adoption papers; Corporate logo & business name in newspaper advertising; Name mention in radio advertising; Corporate logo & business name featured on banners & signage; Logo, name & business description on our website with link to your site; Recognition throughout the race day; Sponsor booth space at the event (you provide booth and any banners you want to display); 10 duck adoptions for your promotion use; Option as an adoption outlet for ducks; Cross promotion opportunity with 'Quacky' appearing at your business; Press release photo of sponsorship in newspapers.

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QUACKER BACKER: \$1,250... Business name on inside of 25,000 adoption papers; Business name featured on posters and banners/signage promoting the event; Recognition throughout race day; Logo, name & business description on our website with link to your site; Sponsor booth space on site on race day; 5 duck adoptions for your promotional use; Option as a duck adoption outlet; Develop a cross promotion with 'Quacky', our mascot appearing at your business (announced on radio).

DARLING DUCK: \$500..... Business name featured on posters, banners & signage promoting the event; Recognition throughout the race day; Business logo, name and description on our website with a link to your site; 5 duck adoptions to use for promotions, employee incentives or gifts; Option as an adoption outlet.

FUN DUCK Sponsor: \$250... Business logo, name & description on our website with a link to your site; 3 duck adoptions to use for promotions, employee incentives or gifts; Option as an adoption outlet.

****DIAMOND DUCK Sponsor: \$10,000...** Prizes/Media/In-Kind/Services: Amount of benefit to be determined based upon the in-kind donation and/or prize value (essentially containing all of the benefits of Big Duck but customized to the sponsoring business and its particular marketing/promotional goals.)



"Wow Look at all those Ducks!!"



Family Fun Day in the Square!



**Ducks on the Dan 2010
South Boston, VA**

**Sponsorship
Corporate Participation Levels**

	DIAMOND DUCK \$10,000 (Prizes/Media/In-kind/Services)	BIG DUCK \$5,000	RUBBER DUCKY \$2500	QUACKER BACKER \$1250	DARLING DUCK \$500	FUN DUCK \$250
Corporate logo on cover of 25,000 adoption papers	§	<input checked="" type="checkbox"/>				
Corporate logo on inside of 25,000 adoption papers	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Business name on inside of 25,000 adoption papers	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Corporate logo included in television & newspaper advertising	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Corporate logo featured on posters promoting the event	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Business name featured on posters promoting the event	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Business name or logo printed on souvenir t-shirts	§	<input checked="" type="checkbox"/>				
Corporate logo featured on banners and signage	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Business name featured on banners and signage	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Corporate mention on the radio – Breakfast Club & radio ads	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Press release photo of sponsorship in newspapers	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			

	DIAMOND DUCK \$10,000 (Prizes/Media/In-kind/Services)	BIG DUCK \$5,000	RUBBER DUCKY \$2500	QUACKER BACKER \$1250	DARLING DUCK \$500	FUN DUCK \$250
Recognition during the prize presentation on race day	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Banner at event (sponsor provided)	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Business Logo, Business Name, and Business Description on our website and a link to your business	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor booth on race day	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Duck adoptions to use for promotions, employee incentives or customer gifts	§	20	10	5	5	3
Souvenir Duck race t-shirts	§	12				
Adoption outlet for ducks	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Develop a cross promotion to promote your business	§	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

§ Amount to be determined based upon the in-kind donation and/or prize value (essentially containing all of the benefits of Big Duck but customized to the sponsoring business and its particular marketing/promotional goals.)