



Independence Day Celebration 2023 SPONSORSHIP LEVELS

Sponsorship is a great way to become involved and give back to the Anthem community. The ACC's annual events provide an opportunity for residents to enjoy a lifestyle gathering with friends and family, and create traditions with lifelong memories. To participate, contact Debbie Pulido at dpulido@anthemcouncil.com.

Benefits	EXCLUSIVE	
	\$2,500 min. bid* TITLE SPONSOR *(limited to one)	\$1,000 EVENT **(unlimited)
Advertisement in the July 2023 digital issue of The Anthem Way, available to over 10,000 homes and available online at OnlineAtAnthem.com .	Full page	1/2 page
Name/logo recognition with event banners at designated community locations.	•	•
Preferred booth space (Sponsors to provide own tent and equipment). Title Sponsor can choose between a 10x10 or 10x20 booth space. Event Level Sponsors get 10x10 booth space.	•	•
Pick your own booth space location from map selection.	•	•
Name/logo recognition on OnlineAtAnthem.com/independence-day (with direct link logo) for 30 days.	•	•
Name recognition in press releases promoting the event.	•	
Name recognition in community eNews promoting the event, with link to event page and "direct link" to your site via your logo.	•	
Sponsor recognition in social media posts promoting event.	•	
Name recognition on sponsor banner at event entrance.	•	•
Company banner placement at event entrances; varying size and location.	•	
Two scripted announcements (prepared by ACC) made by the event emcee recognizing the sponsor(s) throughout evening.	•	
Logo featured in digital event signage in ACB lobbies.	•	•

Advertising benefits will begin once final ad & logo are approved with all changes by ACC & proofed by sponsor. **June 9, 2022** is the deadline to submit sponsorship packages in order to receive full benefits listed above. Events are held rain or shine, and there is no guarantee of event-day attendance. Sponsorships are non-refundable and non-transferable. *Title sponsor is a sealed-bid process.

Sponsorships are designed to raise brand awareness for your company, create positive PR, and act as a business hospitality that promotes good relations with clients and the community. **Unlimited indicates that any number of businesses in the same industry may serve as sponsors at the event. Sponsorships are non-refundable, non-transferable, and cannot be in collaboration with another company (must represent only one company).

anthem
community council

The Anthem Way

AD SPEC SHEET

AD SIZE	BLEED	TRIM	LIVE AREA
Full Page	6.5" x 11.25"	6.25" x 11"	5.75" x 10.5"
½ Vertical	3.5" x 11.25"	3.25" x 11"	2.75" x 10.5"
½ Horizontal	6.5" x 5.625"	6.25" x 5.375"	5.75" x 4.875"
¼ Vertical	-	-	2.75" x 5.5"
¼ Horizontal	-	-	5.75" x 2.265"

Ad File Requirements

- Live area is the designable space. Do not place any text, graphics, etc. outside that live area that you do not want to be cut off.
- Full and ½ page ads must include bleed.
- Passive promotional ads are allowed (i.e. "bring in this ad to receive X% off"), however, dotted-line coupon ads are not permitted.
- Accepted File Formats: PDF, JPG, EPS or PSD
- Color space: CMYK
- Resolution: 300 dpi

Send all artwork no later than June 9, 2022 to:

Paul Dell, Graphic Design Specialist at pdell@anthemcouncil.com

Copy to: dpulido@anthemcouncil.com

anthem
community council

OnlineAtAnthem.com

