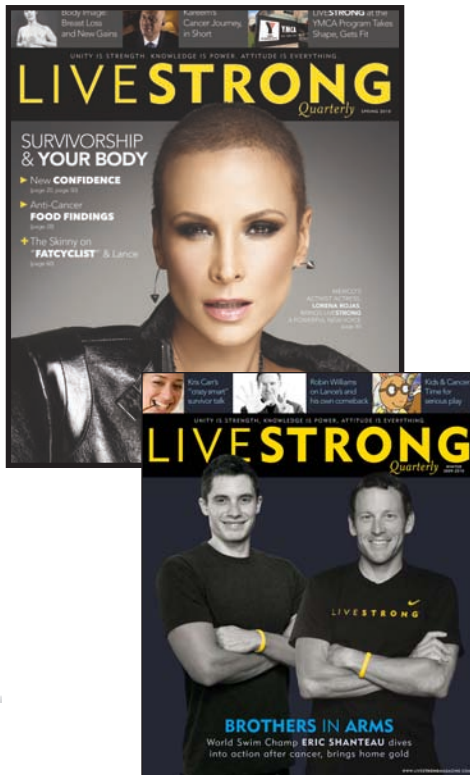


# 2011 LIVESTRONG Quarterly MAGAZINE SPONSORSHIP PACKAGE COMPONENTS

## 1 LIVESTRONG QUARTERLY PRINT, DIGITAL & WEBSITE



## 3 HOPE UNCORKED WINE-TASTING GRASSROOTS FUND RAISERS (100 NATIONWIDE)



## 2 The LIVESTRONG CHALLENGE WALK. RUN. RIDE. JULY, AUGUST, & OCTOBER 2011

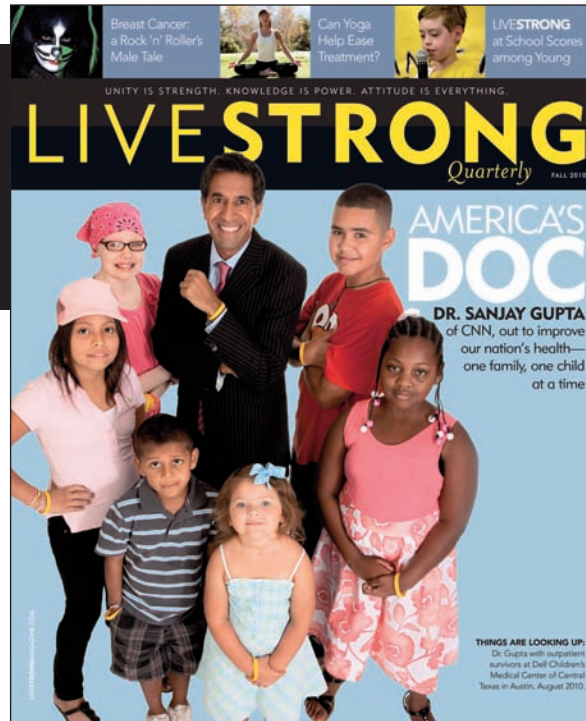


## 4 RIDE WITH LANCE & ATTEND THE DINNER AT THE AUSTIN LIVESTRONG CHALLENGE OCTOBER 15-16, 2011 (TWO TICKETS)

# 2011 LIVESTRONG Quarterly MAGAZINE SPONSORSHIP PACKAGE COMPONENTS

## 1 LIVESTRONG QUARTERLY PRINT, DIGITAL & WEBSITE

► The corporate sponsorship package offers a unique opportunity to associate your brand with LIVESTRONG. It includes a print and digital magazine, e-mail newsletters and web site.



**Frequency:** Four times per year  
**Print & Digital Rate Base:** 1,150,000  
**Ad/Edit:** Min 20/80, max 50/50  
**Paper & Format:** Perfect bound, glossy paper



LIVESTRONG.ORG the web site of the Lance Armstrong Foundation



A CLICK HERE TAKES YOU HERE



LIVESTRONGMAGAZINE.COM the digital active publication of the Lance Armstrong Foundation

# 2011 LIVESTRONG Quarterly MAGAZINE SPONSORSHIP PACKAGE COMPONENTS



## 2 THE LIVESTRONG CHALLENGE

JULY, AUGUST,  
& OCTOBER 2011  
WALK. RUN. RIDE.



### Attendance:

2010: Over 25,000

Of the participants, 35 – 40% travel from out of state.

### Sponsorship includes:

- Exhibitor Booth at **LIVESTRONG** Village
- Banners at the Challenge Events
- Pre and Post Event Announcements
- Logo included on event:
  - ▶ Posters
  - ▶ T-shirt
  - ▶ Website
  - ▶ Guide
  - ▶ LSQ Challenge advertisement
- Six Team **LIVESTRONG** Hospitality tickets, including:
  - ▶ Walk/Run/Ride entries
  - ▶ Fundraising Appreciation Dinner
- Opportunity to place item in event goodie bag\*\*



## THE LIVESTRONG 2011 CHALLENGE VENUES\*

- ▶ California, Davis - July 10
- ▶ Philadelphia PA - August 20-21
- ▶ Austin TX - October 15-16

\* Dates for the 2011 Challenges are subject to change.

\*\*Subject to LAF approval. Goodie bag contents must be consumer products or special discounts applicable to Challenge participants.

# 2011 LIVESTRONG Quarterly MAGAZINE SPONSORSHIP PACKAGE COMPONENTS



## 3 HOPE UNCORKED WINE-TASTING GRASSROOTS FUND RAISERS (100 NATIONWIDE)

HOPE UNCORKED is a program of exclusive wine-tasting events to benefit LIVESTRONG. They run the gamut from intimate at-home get-togethers to large parties.



The LAF provides a "how to guide" for organizers, e-vites, and online registration resources. For 2011 we're anticipating a minimum of 250 events (with attendance ranging from 20 to 100).

### Sponsorship Benefits:

- Logo on [my.livestrong.org/hopeuncorked](http://my.livestrong.org/hopeuncorked), the internal LAF website for Hope Uncorked organizers
- Logo on printed and downloadable Hope Uncorked Tool Kits
- Sponsors may include an item (subject to LAF approval) in the Welcome Kit
- Sponsor logo included on Hope Uncorked event Invitations

## 4 RIDE WITH LANCE & ATTEND The DINNER At the AUSTIN LIVESTRONG CHALLENGE

OCTOBER 15-16, 2011



- Sponsors may designate two company ambassadors who will receive an invitation to ride with Lance Armstrong\* at the Austin LIVESTRONG CHALLENGE (October 15-16) and to attend the dinner hosted by him.



\*Ride is with sponsors and other fundraisers, ride w/Lance is + - 5 minutes each. Photograph is provided.

**2011 OVERVIEW OF PARTNERSHIP OPPORTUNITIES**  
with the LANCE ARMSTRONG FOUNDATION and LIVESTRONG Quarterly

	Founding Sponsor	Co-Founding Sponsor	Advertising Partner
<b>PRICE</b>	\$600,000	\$395,000	\$195,000
<b>TAX BENEFIT</b> Payment to LAF as specified gift	✓	✓	
<b>INDUSTRY EXCLUSIVITY</b>	✓		
<b>PRINT</b>	<b>{ 3 PAGES TOTAL }</b>	<b>{ 2 PAGES TOTAL }</b>	<b>{ 1 PAGE }</b>
■ FPFC ad pages	2 per Issue ( 8 / year )	1 per Issue ( 4 / year )	1 per Issue ( 4 / year )
■ FPFC advertorials	1 per Issue ( 4 / year )	1 per Issue ( 4 / year )	
■ Masthead recognition	✓		
<b>ONLINE / DIGITAL</b>			
■ FPFC ad pages	2 per Issue ( 8 / year )	1 per Issue ( 4 / year )	1 per Issue ( 4 / year )
■ FPFC advertorials	1 per Issue ( 4 / year )	1 per Issue ( 4 / year )	
■ 30 second video in digital magazine	1 per Issue		
■ Masthead recognition	✓		
■ Logo on website (12 months)	✓	✓	✓
■ Rotating banner ad (12 months)	✓	✓	
<b>Names on monthly e-newsletters *</b>			
■ LAF Update	✓	✓	
■ Challenge	✓	✓	
<b>OUT-OF-HOME</b>			
■ Ride With Lance & Dinner Attendance. Austin, Texas LIVESTRONG CHALLENGE	✓		
■ LIVESTRONG CHALLENGE (4 events) Cycle, Run, Walk	✓	✓	
▶ Booth at LIVESTRONG CHALLENGE Events	✓	✓	✓
■ HOPE UNCORKED	✓		
▶ 1 item in Welcome Kit	✓		✓
<b>SPONSOR LOGO</b>			
■ Use of "Founding LIVESTRONG Quarterly Sponsor" Logo	✓	✓	

\* E-newsletters may be combined.