



## 2012 SPONSORSHIP LEVELS AND BENEFITS

### *\$25,000 AND UP*

### *PRESENTING DIAMOND SPONSOR TICKETS & SPECIAL ACCESS*

- 6 TICKETS TO NATO APPRECIATION NIGHT AT THE NORFOLK ADMIRALS (FRIDAY, JANUARY 13, 2012)
- 10 TICKETS TO THE CHAIRMAN'S RECEPTION, PRIVATE INVITATION-ONLY EVENT (WEDNESDAY, APRIL 25, 2012)
- 8 RESERVED SEATS IN THE VIRGINIA INTERNATIONAL TATTOO VIP SECTION AND INVITATION TO THE MAYOR'S RECEPTION (FRIDAY, APRIL 27, 2012)
- 8 RESERVED SEATS IN THE PARADE VIP TENT (SATURDAY, APRIL 28, 2012)
- OPPORTUNITY TO DISPLAY AT NATOFEST (SATURDAY, APRIL 28, 2012)
- 6 TICKETS TO NATO APPRECIATION NIGHT AT THE TIDES (FRIDAY, JUNE 1, 2012)
- 8 TICKETS TO NATO ZOO DAY - DATE TO BE ANNOUNCED FOR FALL 2012
- SIGNAGE AT ALL EVENTS AND ON WEBSITE RECOGNIZING LEVEL OF SPONSORSHIP; LINK AVAILABLE UPON REQUEST

### *\$10,000 AND UP*

### *GOLD SPONSOR TICKETS & SPECIAL ACCESS*

- 4 TICKETS TO NATO APPRECIATION NIGHT AT THE NORFOLK ADMIRALS (FRIDAY, JANUARY 13, 2012)
- 8 TICKETS TO THE CHAIRMAN'S RECEPTION, PRIVATE INVITATION-ONLY EVENT (WEDNESDAY, APRIL 25, 2012)
- 6 RESERVED SEATS IN THE VIRGINIA INTERNATIONAL TATTOO VIP SECTION AND INVITATION TO THE MAYOR'S RECEPTION (FRIDAY, APRIL 27, 2012)
- 6 RESERVED SEATS IN THE PARADE VIP TENT (SATURDAY, APRIL 28, 2012)
- OPPORTUNITY TO DISPLAY AT NATOFEST (SATURDAY, APRIL 28, 2012)
- 4 TICKETS TO NATO APPRECIATION NIGHT AT THE TIDES (JUNE 1, 2012)
- 6 TICKETS TO NATO ZOO DAY – DATE TO BE ANNOUNCED FOR FALL 2012
- SIGNAGE AT ALL EVENTS AND ON WEBSITE RECOGNIZING LEVEL OF SPONSORSHIP; LINK AVAILABLE UPON REQUEST

***\$5,000 AND UP***

***SILVER SPONSOR  
TICKETS & SPECIAL ACCESS***

- 2 TICKETS TO NATO APPRECIATION NIGHT AT THE NORFOLK ADMIRALS (FRIDAY, JANUARY 13, 2012)
- 6 TICKETS TO THE CHAIRMAN'S RECEPTION, PRIVATE INVITATION-ONLY EVENT (WEDNESDAY, APRIL 25, 2012)
- 4 RESERVED SEATS IN THE TATTOO VIP SECTION AND INVITATION TO THE MAYOR'S RECEPTION (FRIDAY, APRIL 27, 2012)
- 4 RESERVED SEATS IN THE PARADE VIP TENT (SATURDAY, APRIL 28, 2012)
- OPPORTUNITY TO DISPLAY AT NATO FEST (SATURDAY, APRIL 28, 2012)
- 2 TICKETS TO NATO APPRECIATION NIGHT AT THE TIDES (JUNE 1, 2012)
- 4 TICKETS TO NATO ZOO DAY – DATE TO BE ANNOUNCED FOR FALL 2012
- SIGNAGE AT ALL EVENTS AND ON WEBSITE RECOGNIZING LEVEL OF SPONSORSHIP; LINK AVAILABLE UPON REQUEST

***\$2,500 AND UP***

***BRONZE SPONSOR  
TICKETS & SPECIAL ACCESS***

- 4 TICKETS TO THE CHAIRMAN'S RECEPTION, PRIVATE INVITATION-ONLY EVENT (WEDNESDAY, APRIL 25, 2012)
- 2 RESERVED SEATS FOR IN THE VIRGINIA INTERNATIONAL TATTOO VIP SECTION AND INVITATION TO THE MAYOR'S RECEPTION (FRIDAY, APRIL 27, 2012)
- 2 RESERVED SEATS IN THE PARADE VIP TENT (SATURDAY, APRIL 28, 2012)
- OPPORTUNITY TO DISPLAY AT NATO FEST (SATURDAY, APRIL 28, 2012)
- 6 TICKETS TO NATO APPRECIATION NIGHT AT THE TIDES (JUNE 1, 2012)
- SIGNAGE AT ALL EVENTS AND ON WEBSITE; LINK AVAILABLE UPON REQUEST

***\$1,000 AND UP***

***FRIEND OF THE FESTIVAL  
TICKETS & SPECIAL ACCESS***

- 2 TICKETS TO THE CHAIRMAN'S RECEPTION, PRIVATE INVITATION-ONLY EVENT (WEDNESDAY, APRIL 25, 2012)
- OPPORTUNITY TO DISPLAY AT NATO FEST (SATURDAY, APRIL 28, 2012)
- 4 TICKETS TO NATO APPRECIATION NIGHT AT THE TIDES (JUNE 1, 2012)
- SIGNAGE AT ALL EVENTS AND ON WEBSITE RECOGNIZING LEVEL OF SPONSORSHIP; LINK AVAILABLE UPON REQUEST



## PARADE OF NATIONS SPONSORSHIP OPTIONS

PRESENTING SPONSORSHIP OF THE PARADE  
IS AVAILABLE AT \$10,000

### PREMIUM SPONSORSHIP:

*THE FESTIVAL AMBASSADORS' FLOAT*      *\$1,000*

INCLUDES FLOAT SIGNAGE, RECOGNITION IN PARADE PROGRAM AND OTHER PRINTED MATERIALS, AND ON THE FESTIVAL WEBSITE, AND RESERVED SEATS IN THE PARADE VIP TENT UPON REQUEST.

### EXCLUSIVE NATO COUNTRY FLOAT SPONSORSHIP:

*EACH COUNTRY*      *\$500*

INCLUDES FLOAT SIGNAGE, RECOGNITION IN PARADE PROGRAM AND OTHER PRINTED MATERIALS, AND ON THE FESTIVAL WEBSITE.

NATIONS AVAILABLE FOR SPONSORSHIP: ALBANIA, BULGARIA, CROATIA, ESTONIA, LATVIA, LITHUANIA, LUXEMBOURG, SLOVAK REPUBLIC, AND SLOVENIA.

*NORFOLK NATO FESTIVAL WILL BE HAPPY TO CUSTOMIZE A SPONSORSHIP PLAN THAT BEST SUITS YOUR COMPANY'S NEEDS.*

*PLEASE CALL US AT 757-282-2801 FOR MORE INFORMATION.*