<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Visibility at Central Park</th>
<th>Day of Walk Signage</th>
<th>Brochure/Press Release/Social Media</th>
<th>Website</th>
</tr>
</thead>
</table>
| **TRIPLE DIAMOND** | • Quadruple Booth, location as agreed upon  
• Announcements made from Bandshell stage | • Logo on full size banner placed on Margot Zobel Way and on stage  
• Logo on Sponsor sign, placed in 2 locations | • Logo in Walk brochure  
• Inclusion in press releases  
• Inclusion of three tweets from PUW twitter account – two in April and one on day of Walk. | • One of limited number of rotating images with link on PUW home page (additional $10,000 Jan-April or $15,000 for 12 months)  
• Logo and 2-3 sentence sponsor highlight on PUW sponsor page  
• Expanded highlight (up to 300 words) on PUW website with link to sponsor site  
• Logo on all PUW fundraising site pages |
| **$82,500** | | | | |
| **DOUBLE DIAMOND** | • Triple Booth, location as agreed upon  
• Announcements made from Bandshell stage | • Company name on Sponsor sign, placed in 2 locations | • Logo in Walk brochure  
• Inclusion in press releases  
• Inclusion of two tweets from PUW twitter account – one in April and one on day of Walk. | • One of limited number of rotating images with link on PUW home page (additional $10,000 Jan-April or $15,000 for 12 months)  
• Logo and 2-3 sentence sponsor highlight on PUW sponsor page  
• Expanded highlight (up to 300 words) on PUW website with link to sponsor site  
• Logo on all PUW fundraising site pages |
| **$54,000** | | | | |
| **DIAMOND** | • Double Booth  
• Announcements from Bandshell stage | • Company name on Sponsor sign, placed in 2 locations | • Logo in Walk brochure  
• Inclusion in press releases  
• Inclusion of one tweet from PUW twitter account on day of Walk. | • Logo and 2-3 sentence sponsor highlight on PUW sponsor page  
• Expanded highlight (up to 150 words) on PUW website with link to sponsor site  
• Logo on all PUW fundraising site pages |
| **$27,500** | | | | |
| **PLATINUM** | • Single Booth  
• Announcements from Bandshell stage | • Company name on Sponsor sign, placed in 2 locations | • Logo in Walk brochure  
• Inclusion in press releases  
• Inclusion of one tweet from PUW twitter account on day of Walk. | • Logo and 2-3 sentence sponsor highlight on PUW sponsor page  
• Expanded highlight (up to 150 words) on PUW website with link to sponsor site  
• Logo on all PUW fundraising site pages |
| **$16,500** | | | | |
| **GOLD** | • Company name on Sponsor sign, placed in 2 locations | • Logo in Walk brochure | • Logo on PUW sponsor page | | |
| **$10,000** | | | | |
| **SILVER** | • Company name on Sponsor sign, placed in 2 locations | • Name in Walk brochure | • Name on PUW sponsor page | | |
| **$5,000** | | | | |

Inclusion within brochure, signage and other materials is based on the date sponsorship is confirmed and submission is received. Contact the PUW office for deadlines.