



# Novel Night

AT THE

# Races

## SPONSORSHIP BENEFITS

	Winner's Circle \$7,500	Preakness Sponsor \$4,500	Derby Sponsor \$3,000	Belmont Sponsor \$1,500
<b>Advertising</b> <i>Company name featured in all Novel Night media advertising. Showcase your business and exhibit your marketing materials while delivering your marketing message to 400+ BCPL employees at Staff Day in October.</i>	✓			
<b>Novel Night Tickets</b> <i>Company name printed on Novel Night tickets.</i>	✓			
<b>Signage at Towson Library</b> <i>Company name on six-foot kiosk display at Towson Library for two months (approx. 85,000 customers will view).</i>	✓	✓		
<b>Exclusive Novel Night Signage</b> <i>Company name exclusively featured on prominent signage that evening. (For Winner's Circle exclusive sponsor signage at the entrance plus a horse race named after your company.)</i>	✓ Signage at entrance to Novel Night	✓ Signage at activity station*		
<b>Web Page</b> <i>Company name and a link to your Web site featured on our Web page.</i>	✓	✓	✓	
<b>Novel Night Signage</b> <i>Company name on signage and projected on screen at Novel Night. (For Preakness Sponsor exclusive signage at activity station* plus a horse race named after your company.)</i>	✓	✓	✓	
<b>Invitations</b> <i>Company name listed on Novel Night invitations (approx. 5,000), if received before July 31.</i>	✓	✓	✓	✓
<b>Racing Program</b> <i>Company name listed in the Novel Night Racing Program distributed that evening.</i>	✓	✓	✓	✓
<b>Calendar of Events</b> <i>Company name printed in an issue of our newsletter after the event (print run approx. 30,000).</i>	✓	✓	✓	✓
<b>Annual Report</b> <i>Company name listed in Foundation Annual Report (print run approx. 2,000).</i>	✓	✓	✓	✓
<b>Complimentary Tickets</b> <i>Free Novel Night Gala tickets.</i>	✓ Reserved table for 10	✓ 8 tickets	✓ 6 tickets	✓ 4 tickets
<b>Round of Applause</b> <i>Appreciation from a grateful community.</i>	✓	✓	✓	✓

\* At the Preakness level, your company will receive exclusive signage at a specific activity site of Novel Night, such as the beverage station, hors d'oeuvres table, music stage, or gift table.