



IRAQ *and* AFGHANISTAN VETERANS *of* AMERICA

IAVA's Third Annual Heroes Gala

Tuesday, November 10, 2009

Gotham Hall, New York City

Event Levels of Sponsorship

Title Sponsor	\$100,000
<ul style="list-style-type: none">• Opportunity to speak from podium• Logo and link on website• Inclusion in all press releases and promotional materials• Verbal recognition at the event• Opportunity to brand the Event Gift Bags• Full page ad in the Event journal (premier location)• 25 tickets to the event with reserved seating• 10 tickets for veterans to attend the event• Name or logo on Invitation as Title Sponsor• Name or logo on event signage as Title Sponsor	
Presenting Sponsor	\$50,000
<ul style="list-style-type: none">• Inclusion in all press releases and promotional materials• Verbal recognition at the event• Opportunity to provide items in Event Gift Bags• Full page ad in the Event journal (preferred location)• 15 tickets to the event with reserved seating• 10 tickets for veterans to attend the event• Name on Invitation as Presenting Sponsor• Name on event signage as Presenting Sponsor	
Champion Sponsor	\$25,000
<ul style="list-style-type: none">• Verbal recognition at the event• Opportunity to provide items in Event Gift Bags• Full page ad in the Event journal (preferred location)• 15 tickets to the event with reserved seating• 5 tickets for veterans to attend the event• Name on Invitation• Name on event signage	
Leader Sponsor	\$10,000
<ul style="list-style-type: none">• Opportunity to provide items in Event Gift Bags• Half page ad in the Event journal (preferred location)• 10 tickets to the event with reserved seating• 5 tickets for veterans to attend the event• Name on Invitation• Name on event signage	
Friend Sponsor	\$ 5,000
<ul style="list-style-type: none">• Half page ad in the Event journal• 5 tickets to the event• 2 tickets for veterans to attend the event• Name on Invitation• Name on event signage	



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Sponsorship & Ticket Levels

_____ Title Sponsor	\$100,000
_____ Presenting Sponsor	\$ 50,000
_____ Champion Sponsor	\$ 25,000
_____ Leader Sponsor	\$ 10,000
_____ Friend Sponsor	\$ 5,000

Individual Tickets

_____ Benefactor	\$ 1,000
<i>(includes 1 ticket to the event, 1 ticket for a veteran to attend the event and a quarter page journal ad)</i>	
_____ Individual Ticket	\$ 400

Journal Ad Rates

_____ Full Page Ad (7 1/2" X 10")	\$ 2,000
_____ Half Page Ad (7 1/2" x 4 3/4")	\$ 1,000
_____ Quarter Page Ad (3 1/2" x 4 3/4")	\$ 500
_____ Business Card Size Ad (2" x 3 1/2")	\$ 250
_____ Name Listing	\$ 100

All ads are in black & white. Ad deadline is October 27, 2008.

- _____ Camera ready art is enclosed
- _____ Camera ready art will arrive under separate cover
- _____ Please typeset my ad for me (I have enclosed text and logo)
- _____ I will email a pdf or jpeg file to pam@asticproductions.com

Name/Company: _____
(Please specify how name/company should be listed in event materials)

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

My check for \$_____ made payable to **IAVA** is enclosed.

Please bill my _____ **AmEx** _____ **MasterCard** _____ **Visa** _____ **Discover** in the amount of \$_____

Card # _____ Exp. Date _____

Security Code _____ Signature required for credit card _____

I am unable to participate, but I am making a tax-deductible donation of \$_____.

For further information please call 212-581-1400 or email pam@asticproductions.com.
Send all payments to: IAVA c/o Astic Productions, 850 Seventh Avenue, PHB New York, NY 10019
or fax to 212-581-1442.