

## Victory of Light Sponsorship Program

Increase your visibility and cachet instantly by associating your business with the region's most established and successful holistic & metaphysical expo. Receive high levels of promotional exposure inexpensively via Victory of Light's comprehensive promotional campaigns costing tens of thousands of dollars. You will not find another sponsorship program that offers this level of focused exposure at such a reasonable price!

### What You Get

#### 1. Sponsor logo or name with hyperlink on the Victory of Light website.

Our website had the following stats for the month of April, 2008 (our last festival):

Total hits: 299,588 (average per day: 9,986)  
Total page views: 28,617 (average per day: 953)  
Total unique visitors: 11,230 (average per day: 374)

Our site receives over 1,250,000 hits annually. That's 2 ½ hits per minute all year long!

This initial offering places your banner in multiple locations on our site. Traffic to the site is encouraged through advertising and publicity.

#### 2. Sponsor logo or name on our high quality, full color flier. We print 25,000 fliers of which 15,000 are direct mailed (to a meticulously maintained mailing list) and 10,000 distributed.

Standard postage for this mailing would cost \$6,000.00!

#### 3. Sponsor logo or name on the cover of our expo program, which is handed out to every person attending the expo. Festival attendance averages 3,500 over the two-day weekend.

Note: Sponsors who are exhibiting at the Victory of Light Expo will also get bold listings in the program.

#### 4. Sponsor logo or name will appear in the half page and full page ads placed by Victory of Light.

Ads are usually placed in CinWeekly, Whole Living Journal, DreamWeaver, Infinity and Natural Living. Often other publications as well.

#### 5. Sponsor name with hyperlink included in our major expo emailing to over 4,000 past attendees and clients.

#### 6. Sponsors will have an exclusive table at the expo for their free literature.

#### 7. Sponsor logo or name displayed prominently on a banner or poster at the Victory of Light Expo. "Thank you to our sponsors..."

#### 8. Sponsors receive six free admissions to the expo(s).

### Sponsorship Levels

- Two-Expo Sponsorship (one year duration) \$1,100.00. (About \$90.00 per month for a year of intensive exposure!)
- One-Expo Sponsorship (six month duration) \$600.00

### Contact

This introductory price represents an outstanding value. Sponsorships are limited, so call Victor to become a Victory of Light sponsor today!

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