



IDENTITY THEFT
RESOURCE CENTER

Sponsorship Benefits Overview



Sponsorship Benefits Overview

	Supporter \$5,000	Bronze \$10,000	Silver \$15,000	Gold \$25,000	Platinum \$50,000
Logo on ITRC home page	X	X	X	X	X
Logo on Sponsors and Supporters Page	X	X	X	X	X
Recognition through inclusion of the Sponsors' page link in the signature line of all outgoing ITRC emails	X	X	X	X	X
Participation opportunity to co-host a Twitter chat (non-exclusive)		X	X	X	X
Participation in social media campaigns		X	X	X	X
Development of custom content		X	X	X	X
Spotlight feature in ITRC e-newsletter			X	X	X
Custom research and development of collateral materials – white papers, reviews and infographics				X	X
Strategic co-branding opportunities for education and awareness campaigns and ITRC documents				X	X
Participation opportunity to co-host a Twitter chat (exclusive)				X	X
Customized co-branded landing page					X
Logo on ITRC home page with live backlink to your homepage					X
Embedded logo in signature line of all outgoing emails					X

Supporter

\$5,000 annually

Sponsor Acknowledgement / Brand Exposure

- Logo on ITRC home page
- Logo on Sponsors and Supporters Page
- Recognition through inclusion of the Sponsors' page link in the signature line of all outgoing ITRC emails
- Participation opportunity to co-host a Twitter chat (non-exclusive)

Bronze

\$10,000 annually

Sponsor Acknowledgement / Brand Exposure

- Logo on ITRC home page
- Logo on Sponsors and Supporters Page
- Recognition through inclusion of the Sponsors' page link in the signature line of all outgoing ITRC emails

Social Media:

- Participation opportunity bi-annually to co-host a Twitter chat (non-exclusive)
- Participation in social media campaigns

Content

- Development of custom content (bi-annually)

Silver

\$15,000 annually

Sponsor Acknowledgement / Brand Exposure

- Logo on ITRC home page
- Logo on Sponsors and Supporters Page
- Recognition through inclusion of the Sponsors' page link in the signature line of all outgoing ITRC emails
- Spotlight feature in ITRC e-newsletter

Social Media:

- Participation opportunity quarterly to co-host a Twitter chat (non-exclusive)
- Participation in social media campaigns (quarterly)

Content

- Development of custom content (quarterly)

Gold

\$25,000 annually

Sponsor Acknowledgement / Brand Exposure

- Logo on ITRC home page
- Logo on Sponsors and Supporters Page
- Recognition through inclusion of the Sponsors' page link in the signature line of all outgoing ITRC emails
- Spotlight feature in ITRC e-newsletter

Social Media:

- Participation opportunity to co-host a Twitter chat (non-exclusive)
- Participation opportunity to co-host a Twitter chat (exclusive)
- Participation in social media campaigns (monthly)

Content

- Development of custom content (monthly)

Research:

- Custom development and deployment of research or survey
 - Development of collateral materials – white papers, reviews and infographics
- Strategic co-branding opportunities for education and awareness campaigns and ITRC documents

Platinum

\$50,000 annually

Sponsor Acknowledgement / Brand Exposure

- Logo on ITRC home page with live backlink to your homepage
- Logo on Sponsors and Supporters Page
- Embedded logo in signature line of all outgoing emails
- Spotlight feature in ITRC e-newsletter

Social Media:

- Participation opportunity to co-host a Twitter chat (non-exclusive)
- Participation opportunity to co-host a Twitter chat (exclusive)
- Participation in social media campaigns (monthly)

Content

- Development of custom content (monthly)

Research:

- Custom development and deployment of research or survey
 - Development of collateral materials – white papers, reviews and infographics
- Strategic co-branding opportunities for education and awareness campaigns and ITRC documents

Platinum Content

- Customized co-branded landing page on ITRC website