

Benefit #	Sponsor Benefit	Description	Value
1	WEBSITE: The Great Cut Sponsor Page	Our website will include a dedicated sponsor page for The Great Cut. Each sponsor will be featured with their business logo, description and a link to your website. Throughout the promotional period we will be pounding traffic to the sponsor page: - We'll include a link to The Great Cut sponsor page in our weekly emails, sent to over 15K subscribers. - We'll send a single dedicated email driving traffic to The Great Cut sponsor page. - We'll mention The Great Cut sponsor page in every YouTube video we publish, with over 22K subscribers. - We will mention The Great Cut sponsor page in our weekly podcast. - Children With Hair Loss will include a link to The Great Cut sponsor page in their email newsletters, sent to over 80K recipients. - We will drive additional traffic to The Great Cut website via public relations, paid advertising, email, social media and every channel in the digital universe. - Your business logo will also be included on The Great Cut home page	\$2,000
2	WEBSITE: Home Page Feature	We'll feature your business prominently on the home page of our website for one day.	\$500
3	WEBSITE: Blog Post + Email	We will publish a dedicated, robust, custom blog post on our website featuring your business, including photos and/or videos, links to your website and/or links to your social media. We'll send this post to our email list and promote via organic and paid social media. Children With Hair Loss will also send to their email list and promote via organic and paid social media.	\$4,000
4	EMAIL: Weekly Branded Mention	We'll include your business logo in The Great Cut section of our weekly emails, sent to over 15K subscribers.	\$2,000
5	EMAIL: CWHL Branded Mentions	Children With Hair Loss will display your business logo in their emails, sent to over 80K recipients.	\$1,500
6	PODCAST: In-Depth Mention	We'll provide an individual mention of your business with an in-depth message promoting your brand.	\$250
7	PODCAST: Guest Appearance + Blog Post	We'll invite you as a guest on our podcast, where we'll talk about your business and how great you are, and encourage our audience to follow you. Accompanying blog post with show notes, photos, links, etc.	\$1,500
8	SOCIAL MEDIA: The Longhairs	The Longhairs will provide personalized social media posts featuring your business on our Instagram, Facebook and Twitter profiles.	\$100
9	SOCIAL MEDIA: Children With Hair Loss	Children With Hair Loss will provide personalized social media posts featuring your business on their social media profiles.	\$100
10	YOUTUBE: In-Depth Mention	We will publish a video on our YouTube channel with an individual mention of your business and in-depth message promoting your brand.	\$500
11	YOUTUBE: Feature	We will publish a video on our YouTube channel featuring your business and your product(s) or service.	\$2,500
12	EVENT: Gift Bag Inclusion	Each participant in The Great Cut will receive a gift bag. You'll have a chance to include a product, sample, card, coupon, flyer or whatever you want in each gift bag.	\$1,000
13	EVENT: Sponsor Gift Bag + Admission	A gift bag for your business including admission to The Great Cut.	\$300
14	EVENT: Commemorative Plaque	A stylish plaque commemorating your business' participation in the World Record Attempt.	\$50
15	EVENT: VIP Food and Beverage	You'll be provided with complimentary food and beverage throughout The Great Cut.	\$125
16	EVENT: Callout at The Great Cut	Our event emcee will call out your business by name throughout The Great Cut.	\$250
17	EVENT: In-Depth Callout at The Great Cut	Our event emcee will call out your business with an in-depth message promoting your brand.	\$500
18	EVENT: Basic Signage	Your business will be featured on signage at The Great Cut, as well as broadcast on TV screen(s) during the event.	\$500
19	EVENT: Premium Signage	Your business will be featured on signage at The Great Cut with premium size and placement, as well as broadcast on TV screen(s) during the event.	\$1,000
20	EVENT: Booth Space	Your business will have the opportunity to host a booth at The Great Cut.	\$1,000