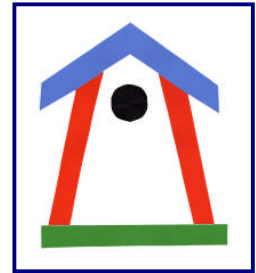


**Friends of the Friendship Center and  
Friendship Service Center of New Britain, Inc.  
“Homelessness is for the Birds” Project**



**Benefits of Sponsorship**

*(multiple sponsorship opportunities in each category)*

**Eagle Sponsors (\$1,000)**

Full-page (inside cover) ad in Fall 2010 Grand Opening event program book  
Name and logo (first listing, largest type) on welcome banner at Grand Opening event  
Recognition and logo on the Friendship Center website  
Acknowledgement from podium at Grand Opening event  
“Flight of Fancy” one-of-a-kind birdhouse created to your specifications to display in your lobby or business establishment.

**Cardinal Sponsors (\$500)**

Full-page ad in Fall 2010 Grand Opening event program book  
Name and logo (next listing down) on welcome banner at Grand Opening event  
Recognition and logo on the Friendship Center website  
Acknowledgement from podium at Grand Opening event  
“Flight of Fancy” one-of-a-kind birdhouse created to your specifications to display in your lobby or business establishment.

**Blue Bird Sponsors (\$300)**

Half-page ad in Grand Opening Event program book  
Acknowledgement from podium at Grand Opening event  
Recognition on Friendship Service Center website  
“Flight of Fancy” one-of-a-kind birdhouse displayed in your lobby or business establishment

**Chickadee Sponsors (\$150)**

Quarter-page (business card size) ad in Fall 2010 Grand Opening event program book  
Recognition on Friendship Service Center website  
“Flight of Fancy” one-of-a-kind birdhouse displayed in your lobby or business establishment

**Hummingbird Sponsors (\$100)**

Name listing as supporter in Fall 2010 Grand Opening event program book  
Recognition on Friendship Service Center website  
“Flight of Fancy” one-of-a-kind birdhouse displayed in your lobby or business establishment

**Program Book Ads**

Full page	\$300 = 5 x 8” (please provide camera-ready black & white art)
Half page	\$200 = 5 x 3.75” (please provide camera-ready black & white art)
Quarter page	\$100 = 3.5 x 2” (provide reproducible business card or camera-ready art))
Line Listing	\$50

**Friends of the Friendship Center and  
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Business card-sized ad – 3 x 2.5"  
(approx. ¼ page)

Half-page ad  
5 x 3.75"

Full-page Ad  
5 x 8"