



UNC
MOREHEAD PLANETARIUM
AND SCIENCE CENTER

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

250 EAST FRANKLIN STREET
CAMPUS BOX 3480
CHAPEL HILL, NC 27599-3480

T 919.962.1236
F 919.962.1238
www.moreheadplanetarium.org

SAMPLE

May 19, 2015

Name
Company
Address
Address

Dear XX:

Thank you for your ongoing interest and support of the North Carolina Science Festival. This is a letter of understanding outlining the terms and conditions of your organization's \$XX,XXX (Platinum, Gold, Silver, etc...) Sponsorship of the 2015 Festival.

As (Platinum, Gold, Silver, etc) Sponsor, Company Name is entitled to: *This example is for a Platinum level sponsorship*****

- Recognition of Company as a Platinum Sponsor in all collateral, promotion, marketing materials, websites, etc. Company to have 48 hours to approve all use of logo and promotional elements before printing/posting.
- Logo on signage, t-shirts and selected marketing collateral
- Logo placement on all expo stages and sponsor signage
- Pre-show signage recognition for signature events
- Preferred exhibit space for expos and signature events
- Logo on program guide cover
- Logo in program guide
- Logo on Festival banner (distribution to event hosts)
- Logo on Festival posters (statewide distribution)
- Logo recognition on every Festival website page
- Logo recognition on official homepage
- Website listing with logo recognition and link
- Logo on Festival e-newsletter
- Recognition in Festival print advertising
- Name listing in news releases and public relations efforts
- Employee volunteer opportunities
- 10 reserved tickets to select high-profile events
- Recognition in emcee script at Morehead-produced events
- Priority event ticketing for sponsor's organization
- Story and photo to be included on organization website for a minimum of 30 days. Company to have approval before posting. (if applicable)
- Company logo and/or story inclusion in the electronic and printed newsletters sent to members and donors. Company to have approval before distribution.
- Complete Company report that is required to be returned at the close of the annual partnership.
- A news release issued for the initial grant or around the promotion of a company funded project notifying the media of the company donation and program support provided
- Speaking opportunity at events – can be done by Company talent



- Company logo and/or story inclusion in the 2015 annual report, (if applicable). Company to approve in advance.
- “Like” Company on Facebook:
 - Post a minimum of 2 photos/updates to the Company Facebook page
- Follow Company Twitter:
 - Tweet a minimum of 4 times on Science Fest Twitter handle about Company’s partnership.
 - Re-tweet the tweets that Company sends out from the @CompanyTwitter handle during the event.

In exchange for the considerations given Company, you agree to:

- Pay Morehead Planetarium and Science Center \$25,000 to support the NC Science Festival no later than February 28.
- Provide an organization logo for Company in a vector format via .svg or .eps file to Morehead Staff at XXXX@unc.edu within two weeks of receiving this letter if the logo you wish for us to use has changed since 2014. Otherwise, we will continue to use the Company logo provided to us in 2014.
- Designate a main point-of-contact for execution of the sponsorship agreement within two weeks of receiving this letter if the contact has changed since 2014. In 2014, the designee was Company contact name.

Questions regarding the North Carolina Science Festival can be directed to me or Morehead staff (XXXX@unc.edu or 919-843-XXXX).

Again, thank you for supporting the 2015 North Carolina Science Festival. To indicate your agreement with these terms, please return a signed copy of this letter to the address or fax number indicated on the letterhead.

Regards,



Jeff Hill
 Director of Advancement
 Morehead Planetarium and Science Center
 jeff_hill@unc.edu

North Carolina Science Festival

LETTER OF UNDERSTANDING



Organization Name

Representative Name

E-mail

Representative Signature

Date

Title

Telephone Number

Sponsorship main point-of-contact:

Name

Telephone Number

Title

E-mail

Mailing Address

City

State

Zip

