



15<sup>TH</sup> ANNIVERSARY  
*of the*

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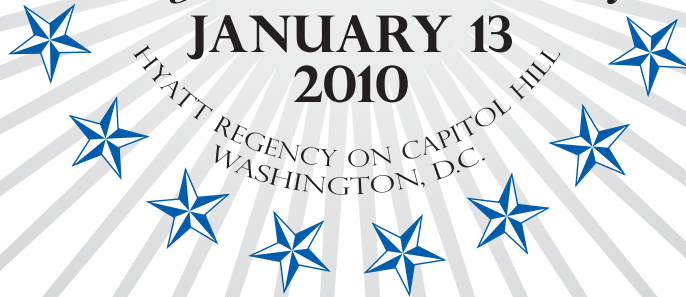
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**MARIJUANA POLICY PROJECT**

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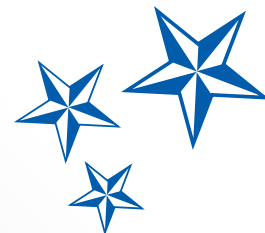
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*Celebrating 15 states in 15 years!*



JANUARY 13  
2010  
HYATT REGENCY ON CAPITOL HILL  
WASHINGTON, D.C.

*Sponsorship  
Information*



*Dear Prospective Sponsor:*

*I'm writing to request your support of the Marijuana Policy Project, the nation's largest and most effective marijuana reform organization, by sponsoring our 15<sup>th</sup> anniversary event in Washington, D.C. on January 13, 2010.*

*When MPP was founded in 1995, medical marijuana was illegal in all 50 states. Since then, 13 states have legalized medical marijuana, with Michigan becoming the 13<sup>th</sup> state last November, when Michigan voters passed MPP's ballot initiative by 63% to 37%. By the time of MPP's 15<sup>th</sup> anniversary gala in January, we expect medical marijuana to be legal in 15 states (with New Hampshire and New Jersey becoming the 14<sup>th</sup> and 15<sup>th</sup> states).*

*Additionally, marijuana possession is now decriminalized in 13 states, with Massachusetts becoming the latest last November, when voters passed MPP's ballot initiative by 65% to 35%. In 2010, we are hopeful that marijuana will be decriminalized in 15 states (with Rhode Island and Vermont becoming the 14<sup>th</sup> and 15<sup>th</sup> states).*

*This signature event provides a meaningful investment for sponsorship participants. Introduce your business or organization to our more than 27,000 members, receive promotional and advertising opportunities through Web and media outreach, and demonstrate to your customers that their support for your brand translates into progress on an issue they care about deeply. **We've provided details of all the sponsorship opportunities available in this packet and hope you join us in our fight to end marijuana prohibition by sponsoring this event.***

*We're very proud to have so much progress to celebrate in the 15 years of MPP's existence. We would be thrilled if you would join us in toasting our many successes. Please contact Leah Harris at (202) 462-5747, ext. \*2020, or lharris@mpp.org for additional information. Thank you so much for considering this request.*

*Sincerely,*

*Rob Kampia  
Executive Director*



# Sponsor Benefits

## SILVER SPONSOR \$1500

### Sponsorship opportunities

- Mention/logo on all advertising
- Recognition on all media promotions, including press releases and e-mail alerts
- Two complimentary guest tickets
- Exclusive invitation to private after-party
- Mention in MPP newsletter, which reaches 27,000 subscribers
- Half-page ad in program
- Signage at event and logo on video reel
- Verbal acknowledgement during event
- Logo on Web site with hyperlink

## GOLD SPONSOR \$3000

### Sponsorship opportunities include everything at the silver sponsorship level, plus:

- Four complimentary guest tickets
- Exclusive invitation to press availability with meet and greet with celebrities
- Full-page ad in program
- Ability to display company information at event

## PLATINUM SPONSOR \$5000

### Sponsorship opportunities include everything at the gold sponsorship level, plus:

- Top billing upgrade on all advertising
- Ten complimentary (one table) guest tickets upgrade with premium seating
- Back cover of program
- Opportunity to give toast at event
- Prominent signage at event and logos on video reels

	PLATINUM SPONSOR \$5000	GOLD SPONSOR \$3000	SILVER SPONSOR \$1500
<b>Inclusion in all print advertising and Web outreach</b> <i>(subject to deadlines)</i>	featured	yes	yes
<b>Mention in all press releases</b> <i>(deadline 12/01)</i>	featured	yes	yes
<b>Logo or mention on invites</b> <i>(deadline 9/20)</i>	yes	yes	yes
<b>Ad space in commemorative program</b> <i>(deadline 12/01)</i>	back cover of program	full-page ad	half-page ad
<b>Logo on Web site with hyperlink</b> <i>(deadline 12/01)</i>	featured	yes	yes
<b>Complimentary tickets</b>	one table of ten with premium up-front location	four	two
<b>Prominent signage and logos on video reels</b> <i>(deadline 12/01)</i>	featured	logo	logo
<b>Entry to private after-party</b>	yes	yes	yes
<b>Verbal acknowledgement during event</b>	yes	yes	yes
<b>Opportunity to give toast at event</b>	yes	yes	—
<b>Exclusive entry to press availability before event with meet and greet with celebrities</b>	yes	yes	—
<b>Ability to display company information at event</b>	yes	yes	—
<b>Acknowledgement in newsletter that goes to 27,000 members</b> <i>(deadline 12/01)</i>	yes	yes	yes

# Sponsorship Letter of Agreement



**Company Name** \_\_\_\_\_

Agrees to provide a financial sponsorship for the 15<sup>th</sup> Anniversary Gala Event for the Marijuana Policy Project on Wednesday, January 13, 2010. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my payment has been processed by the Marijuana Policy Project. As a sponsor, I agree to provide digital art work for any ads and logo submissions for all promotional advertising. I understand that I will receive the applicable sponsorship opportunities described in this packet, as long as I provide the necessary information and or digital artwork by the deadlines listed.

Please check appropriate sponsorship:

**Platinum Sponsorship**

**Gold Sponsorship**

**Silver Sponsorship**

**Other (please specify)** \_\_\_\_\_

\_\_\_\_\_  
Mailing address

\_\_\_\_\_  
Web site

\_\_\_\_\_  
telephone number

\_\_\_\_\_  
authorized signature

\_\_\_\_\_  
date

I will be sending a check for the indicated amount to the Marijuana Policy Project at P.O Box 77492, Capitol Hill, Washington, D.C. 20013.

A check payable to the Marijuana Policy Project is attached.

I would like to pay by VISA/Mastercard.



\_\_\_\_\_  
Name on Credit Card

\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Billing Address (if different from above)

\_\_\_\_\_  
CCV# ( 3 or 4 digit security code on your card )

\_\_\_\_\_  
EXP / \_\_\_\_\_



*graphic or file questions should be sent to Joe Hudak,  
MPP's graphic designer, reachable at [jhudak@mpp.org](mailto:jhudak@mpp.org)  
or via phone at **202-462-5747, ext. \*2012.***

## **Logo and art submission**

When submitting your logo or art to MPP, please follow the enclosed guidelines, and submit your files in one of the following formats (in order from most to least desirable):

- 1. Vector graphics:** Also called "Line Art", a vector graphic is the best choice for submitting art. Adobe Illustrator files, SVG, and EPS are some of the more common formats for vector graphics, and will reproduce in any size from postage stamp to billboard with crystal clarity. If your piece exists as line art, that is the best way to send it.
- 2. High resolution raster graphics:** Adobe Photoshop files, JPG, TIFF, and RAW are common examples of raster graphic files. If sending in this format, make sure the files are full color (if applicable) and at least 300 DPI at the size to be reproduced. For example, if the finished piece is 4x6 inches, the file should be at least 1200 by 1800 pixels.
- 3. High-quality originals:** If you can't send either 1 or 2, and you have a really high quality original ( i.e., not something clipped out of a paper or magazine), you can send that and we'll do the scanning and conversion for you.
- 4. PDFs:** Because a PDF can contain a mishmash of different types of data at different resolutions, and because it is not an image-only format, it is not generally the best choice for sending art. Contact us if your piece is in this format, and we can evaluate it for you and let you know if it is usable.
- 5. If you are sending pieces for a Web-only project,** it may be possible to send a 72 DPI JPG, GIF or PNG file. However, these formats at this resolution are not suitable for printed material, and you should contact us beforehand for size requirements if this is your only option.

Other digital formats such as Windows Bitmaps, MS Publisher files, Word documents, and WordPerfect files are incompatible with most commercial printers and are generally unacceptable formats for sending art. Also, hard copies of art that are faxed, scanned from previously published material, or heavily soiled/damaged are generally unacceptable as well.

If your art is in a format not covered above (such as InDesign or Flash), please contact us and we can help you determine the best course of action. If you have any specific or technical questions about art submissions, please feel free to contact us and we will be delighted to assist you. Following these guidelines will ensure that your logo or art looks as good as possible!