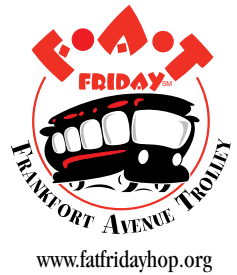


TROLLEY SPONSORSHIP ORDER

July 1, 2011 -
June 30, 2012



Business Name: _____

Submit this order with completed Membership Invoice.

Benefits for all Retail Sponsors

- Distribution of approximately 40,000 of *The Guide to Historic Frankfort Avenue* with F.A.T. Friday center pullout, printed annually in the fall
- Business listing on www.fatfridayhop.org with hotlinks to sponsor site
- Extended business listing with F.A.T. Friday Sponsor logo in *The Guide* and on www.frankfortave.com
- Cross advertising for F.A.T. Friday Hops on www.frankfortave.com and in *The Guide*
- Events Calendar on F.A.T. Friday website available for posting special F.A.T. Friday events (viewed by over 1,000 unique visitors per month)
- Printed materials for posting in businesses throughout the Sponsorship year
- Additional marketing efforts associated with regular F.A.T. Friday campaign, which may include newspaper ads, radio spots, press releases and special promotions

Deadlines

- **July 30, 2011** - Commitment Deadline for Trolley Sponsorship.
- **July 30, 2011** - Discount Cost Payment Deadline.
- **July 30, 2011 & January 30, 2012** - Full Cost Payment Deadlines. First installment due July 30, 2011 and final installment due January 30, 2012.

Retail Sponsorship Levels & Payment Options

Level	Discount Cost	Full Cost
<input type="checkbox"/> Level 1	\$350	\$400 (Two installments of \$200. See deadlines above.)

<input type="checkbox"/> Level 2	\$2,200	\$2,500 (Two installments of \$1,250. See deadlines above.)
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Additional Level 2 benefits:

- Trolley stop at TARC stop nearest to business**
- Company or brand logo on F.A.T. Friday Sponsorship Page of website
- Company or brand logo on selected printed F.A.T. Friday literature
- 1/4 page ad in *The Guide to Historic Frankfort Avenue* (Inside Page – Value: \$1,000)

**May be limited to an express Trolley between business and main Frankfort Avenue corridor depending on location of business.

F.A.T. Friday Sponsor Business Logo

Sponsor location indicated on map

F.A.T. Friday Trolley Hop map

F.A.T. Friday Sponsor logo

Extended business listing

F.A.T. Friday center pullout with map and Trolley Hop information

1/4 page ad

Please complete and return this form by Saturday, July 30, 2011. Submit payment by check according to deadlines above. Submit form and payment to the Frankfort Avenue Business Association address above.



For questions about sponsorship or payment details contact John Johnson, The Wine Rack at 721-9148.