



Please join us in making this year's MarCom Spark Awards another success!

This event is MarCom's primary fundraising event for our **Internship Fund**, which helps deserving students gain *paid* professional public relations, communications or marketing internships in the Spokane area.

This annual event, now in its 17th year, it celebrates the achievements of local communications professionals. This event is a unique opportunity for your organization to be recognized by decision makers in the marketing communications community as MarCom's membership consists of the professionals you work with on a regular basis.

I write to you for help and support of our biggest event of the year. On the following page you will find our sponsorship packages. Please select which of the sponsorships your organization can contribute. **We look forward to your support.** Please contact us at your earliest convenience. If we don't hear from you by March 13th, you can expect a friendly call from us.

MarCom's 2008 Spark Awards will take place on April 16th from 6 – 9 p.m. at The Spokane Athletic Club. There will be a silent auction and a chance to view the Spark Award entries.

Thank you for helping support the future marketing communications professionals of our community!

Sincerely,

Leslie White
Fundraising Chair
Spokane Regional MarCom Association
white@coffman.com
509-328-2994

Alli Benjamin
Events Chair
Spokane Regional MarCom Association
allibenjamin@gmail.com
509-230-3520



2008 Spark Awards *Celebrating the Achievements of Local Communication Professionals* **Sponsorship Packages**

Gold Sponsorships: \$1,500

- Listed as a Gold Sponsor on the MarCom website; your organization's **logo will be hyperlinked** from our home page and all electronic correspondence to our member list
- 8 tickets to the Spark Awards and table recognition, a \$280 value!
- Acknowledgement of **company logo and sponsor level printed** on all collateral materials, including emails, invitations, programs, posters, award program, etc.
- **Recognition during the awards** of your sponsorship by the emcee; you may submit up to a two minute 'toast' for the emcee to read during the awards
- **Company banner** displayed
- **Ability to provide logo items and marketing brochures** in our sponsor bags given to every attendee of the event

Silver Sponsorships: \$500

- Acknowledgement of **company logo** in the media presentation for your category
- 4 tickets to the Spark Awards, \$140 value
- **Ability to provide logo items and marketing brochures** in our sponsor bags given to every attendee of the event
- **Recognition during the awards** of your sponsorship by the emcee and in media presentation
- **Logo placed in the Invitation and Program**
- **Sponsorship of one of the following award categories:** Audio-Visual, Print Publications, Design, Writing, Media Relations, Internal Communications, External Marketing Communications, Electronic & Interactive Communications, Crisis Communications, Community/Government Relations Campaign

Bronze Sponsorships: \$250

- Listed as a Bronze Sponsor in the awards program
- 2 tickets to the Spark Awards, a \$70 Value
- **Ability to provide logo items and marketing brochures** in our sponsor bags given to every attendee of the event
- **Recognition during the awards** in media presentation

Alternative Sponsorships for \$100!

- **\$100 Gift Basket for the "Silent Auction"**
 - **Option A** – Donate \$100 and MarCom will put a basket together for you with your approval of basket contents
 - Name and logo on the basket & recognition during the awards in media presentation
 - **Option B** – Donate a basket that is approximately \$100 in value
 - Name and logo on the basket & recognition during the awards in media presentation
- **\$100 Donation to the MarCom Internship Fund**
 - Recognition in Award Ceremony Presentation
- **\$100 Balloon Sponsor** – *Logo printed on balloons for the event*
 - First come first serve please call Leslie White at 509-328-2994 for availability.



2008 Spark Awards

Celebrating the Achievements of Local Communication Professionals

Yes, we're proud to be a sponsor at the following level:

- Gold** - \$1,500
- Silver** - \$500 (*Please circle your category sponsorship preference*)
 - Audio-Visual
 - Print Publications
 - Design
 - Writing
 - Media Relations
 - Internal Communications
 - External Marketing Communication
 - Electronic & Interactive Communications
 - Crisis Communications
 - Community/Government Relations Campaign
- Bronze** - \$250
- \$100 Silent Auction Basket** – Option A

Comments: _____

- \$100 Silent Auction Basket** – Option B

Comments: _____

- Alternative Sponsorship** – \$100 Donation to the MarCom Internship Fund
- Alternative Sponsorship** – \$100 Balloon Sponsorship

Contact _____

Phone _____

Company _____

Email _____

Address _____

Thank you for supporting MarCom! Please mail this completed form to:
Leslie White, Coffman Engineers, 10 North Post St. Suite 500, Spokane, WA 99201

Please include a check payable to MarCom

A member of the Fundraising Committee will contact you soon regarding the details of your sponsorship.



2007-2008 MarCom Membership Roster

American Red Cross
Area Health Education Center of Eastern
Washington WSU Extension
Avista Corp.
Better Business Bureau
Cancer Care Northwest
City of Spokane
Coffman Engineers
Community Frameworks
Creative Consultants
Dean Davis Photography, Inc.
Desautel Hege Communications
Downtown Spokane Partnership
Eastern Washington University
Educational Service District 101
Elias Marketing Communications
ESD 101
Girl Scouts of Eastern Washington
& Northern Idaho
Gonzaga University
Goodwill Industries of the Inland Northwest
Greater Spokane Incorporated
HollisterStier Laboratories
Inland Northwest AGC
Inland Northwest Health Services
Inland Northwest Land Trust
Inland NW Blood Center
Kauffman & Associates
Kiemle & Hagood Company
Klündt | Hosmer
Kootenai Health
Morning Star Boys Ranch
Northern Quest Casino
Numerica Credit Union
Partners International
People to People Ambassador Programs
ProForma Good Word Marketing
Rockwood Clinic, P.S.
Saint George's School
Specialized Marketing Inc.
Spokane Athletic Club
Spokane County United Way
Spokane Neighborhood Action Programs
Spokane Parks Foundation
Spokane Public Schools
Spokane Regional Convention & Visitors Bureau
Spokane Regional Sports Commission
Spokane Teachers Credit Union
Spokane Web Communications
STCU
Sterling International, Inc.
Sterling International, Inc.
The Lands Council
The Spokane Athletic Club
Thinking Cap Communications & Design, Inc.
Tomlinson Black
University of Idaho
US POSTAL SERVICE
USDA-Natural Resources Conservation Service
Velocity Communications Group
WA Department of Fish & Wildlife
Washington State Department of Transportation
Washington State University Spokane
Washington Trust Bank
Whitworth College
Whitworth University
WSU College of Sciences
WSU Spokane
YWCA Spokane



Each year, the Spark Awards helps MarCom raise funds to provide two to three paid internships for junior or senior level college students studying public relations, communications or marketing.

Students are matched with host companies through a competitive application process and agree to work 30 hours a week for a 10 week period. The experience provides students invaluable work experience with companies related to their specific career interests. The program offers members a pre-screened, financially supported intern.

MarCom's Mission

MarCom is Spokane's leading communication organization dedicated to advancing the integrated marketing communication profession through: professional development, community impact, and a commitment to credibility.

Community Impact

MarCom members are professionals who are passionate about their work and excited to be part of the Spokane community. Often operating in highly visible positions, as spokespeople for local companies, we recognize it is important to share our skill sets with other business sectors and students to ensure the future of our profession.

Commitment to Credibility

MarCom serves as a community resource for integrated marketing communication professionals to enhance their credibility and their profession simultaneously. MarCom's professional development and recognition programs, combined with the involvement of its members in the community, heighten the awareness of the organization and the vital role integrated marketing communication professionals provide to area businesses and organizations.