

7 Summits Challenge – Sponsorship Contribution Levels and Sponsor Benefits

General Publicity	TS (Title Sponsor)	G (Gold Sponsor)	S (Silver Sponsor)
Expedition name identifies sponsor	X		
Mention of sponsor in public appearances	X		
Mention of sponsor in interviews	X		
Pre-Expedition Publicity & Benefits	TS (Title Sponsor)	G (Gold Sponsor)	S (Silver Sponsor)
Sponsor logo on home page, all other pages and other related internet sites	X		
Sponsor logo on home page	X	X	X
Hyperlink from logo to sponsor web site	X	X	X
Short description of sponsor	X	X	X
Sponsor logo on all printed material	X	X	X
Sponsor logo on all marketing material	X	X	X
Use of 7 Summit Challenge logo	X	X	X
Press Conference speaker and panel member	X	X	X
Gala Party speaker	X	X	X
Expedition Publicity & Benefits	TS (Title Sponsor)	G (Gold Sponsor)	S (Silver Sponsor)
Sponsor logo on clothing, backpack and sled	X	X	
Sponsor logo on home page and all other related internet sites	X	X	
Sponsor logo on home page	X	X	X
Hyperlink from logo to sponsor web site	X	X	X
Listing of sponsor in 7 Summits Challenge Newsletter	X	X	
Post-Expedition Benefits	TS (Title Sponsor)	G (Gold Sponsor)	S (Silver Sponsor)
Mention of sponsor in expedition presentations	X		
Expedition reports and lectures	X	X	
“Thank you” letter from expedition team	X	X	X
10 still images for sponsor’s advertising campaigns	X	X	
Video footage for sponsor’s advertising campaigns	X		
Custom Developed Sponsor Programs	TS (Title Sponsor)	G (Gold Sponsor)	S (Silver Sponsor)
Customized material for sponsor’s advertising campaigns	X	X	
Customized reports for sponsor’s internal / external communication	X	X	
Product testing	X	X	
Testimonials	X	X	