

**Rensselaer Scholarship Gala in New York City
October 24, 2018**

Corporate Partnership Opportunities

Bridging the Gap Circle \$50,000

- Invitations to VIP reception held before the Gala
- Two premier tables (20 guests)
- Platinum logo placement on Gala web page, and associated digital marketing communications
- Logo on invitation
- Full page in event program
- Recognition in multimedia presentation at event
- Verbal recognition during Gala
- Mention in any post-event communications

Corporate Underwriter \$25,000

- Invitations to VIP reception held before the Gala
- One premier table (ten guests)
- Gold logo placement on Gala web page, and associated digital marketing communications
- Logo on invitation
- Full page in event program
- Recognition in multimedia presentation at event
- Verbal recognition during Gala
- Mention in any post-event communications

Corporate Benefactor \$15,000

- Invitations to VIP reception held before the Gala
- One premier table (ten guests)
- Silver logo placement on Gala web page, and associated digital marketing communications
- Logo on invitation
- Full page in event program
- Recognition in multimedia presentation at event
- Mention in any post-event communications

Corporate Sponsor \$10,000

- One premier table (ten guests)
- Premier logo placement on Gala web page, and associated digital marketing communications
- Logo on invitation
- Full page in event program
- Recognition in multimedia presentation at event
- Mention in any post-event communications
- Post-event newsletter (optional benefit)

Print deadlines: August 1, 2018 (invitation), August 31, 2018 (program book)

Comprehensive event information may be found at giving.rpi.edu/gala/east.



Rensselaer Scholarship Gala in New York City October 24, 2018

Logo Specifications

The following are preferred file formats for logo artwork delivery for use on the Rensselaer website and print collateral.

Web

Acceptable File Formats: JPEG & PNG or EPS
Minimum Resolution: 72dpi
Color Profile: RGB

Print

Acceptable Print File Formats: EPS, PDF, TIFF
Minimum Resolution: 300dpi
Color Profile: CMYK

Acceptable Alternative (Editable) File Formats: Adobe Illustrator (AI) & Photoshop (PSD)

All logos preferred on a transparent background.

Please include any company brand guidelines for its use.

Ad Specifications for Program Book

Full Page Ad: 7 ¼" W x 10 ½" H

Ads must be print-ready files as high-resolution PDFs with all text in vector outlines and all images embedded.

If unable to provide PDFs, please provide high-resolution jpegs or TIFFs (300dpi or higher).

Please allow for 1/4 inch bleed for all ads, and set to 4-color process.

Print deadlines: August 1, 2018 (invitation), August 31, 2018 (program book)

Comprehensive event information may be found at giving.rpi.edu/gala/east.