



SponsorPort 4.0 Advanced Edition

Where Customization and Convenience Come Together.

Opportunity Proposal Item	Organization Name	Deadline for Submission	Annual Event Budget	Submit Date
<input type="checkbox"/> Avani Walk	Avani	9/30/2009	1,500,000	9/10/2007
<input type="checkbox"/> Jones Beach Summer Concert Series	Jones Beach Theater	5/1/2008	1,800,000	4/15/2007
<input type="checkbox"/> Metropolitan Opera House Revival	Metropolitan Opera House	9/22/2009	2,000,000	9/2/2007

New Details

Bid (x/3) Dep: False
 Tax ID Number:
 Relationship Description:
 Geographic Reach: Single Market
 Markets: New York - New York
 Age Demographics:
 13-17: 0%
 18-24: 0%
 25-34: 0%
 35-44: 20%
 45+: 80%
 Media Coverage:
 Top and Bottom of Media Coverage: All local newspapers and to news reporters will be in attendance

<input type="checkbox"/> New York City Marathon	New York City Marathon	9/30/2009	1,300,000	9/2/2007
<input type="checkbox"/> PGA Champions Tour	PGA Champions Tour	4/16/2009	11,000,000	3/4/2009
<input type="checkbox"/> PNC Financial Group Center	Playhouse Square Center	6/1/2008	1,500,000	8/9/2007
<input type="checkbox"/> Ronald McDonald House	Ronald McDonald House	5/25/2009	110,000,000	2/6/2009

Leveraging the efficiency, utility and functionality of SponsorPort 4.0 Standard Edition, our Advanced Edition is designed for businesses that need to capture a few unique pieces of information in order to evaluate submitted proposals.

SponsorPort 4.0 Advanced Edition is based on a single, comprehensive submitter's questionnaire that allows for efficient and accurate 'apples to apples' comparison between proposals.

SponsorPort's intuitive interface makes managing your sponsorship opportunities time- and cost-efficient.

The Perfect Balance of Efficiency and Customization.

With the Advanced Edition you can add up to five additional customized questions to our submitter's questionnaire. In this way you retain the efficiencies of having proposals come through in a single, common submission format while still gathering the unique information you need to determine which sponsorship opportunities are best suited for your business.

Added Features and Expanded Functionality.

In addition to capturing the unique information your business needs to evaluate sponsorship opportunities, SponsorPort 4.0 Advanced Edition includes all of the features of the Standard Edition plus:

An Upgrade From 5 to 15 Users allows you to integrate more employees into the process of managing your sponsorship program.

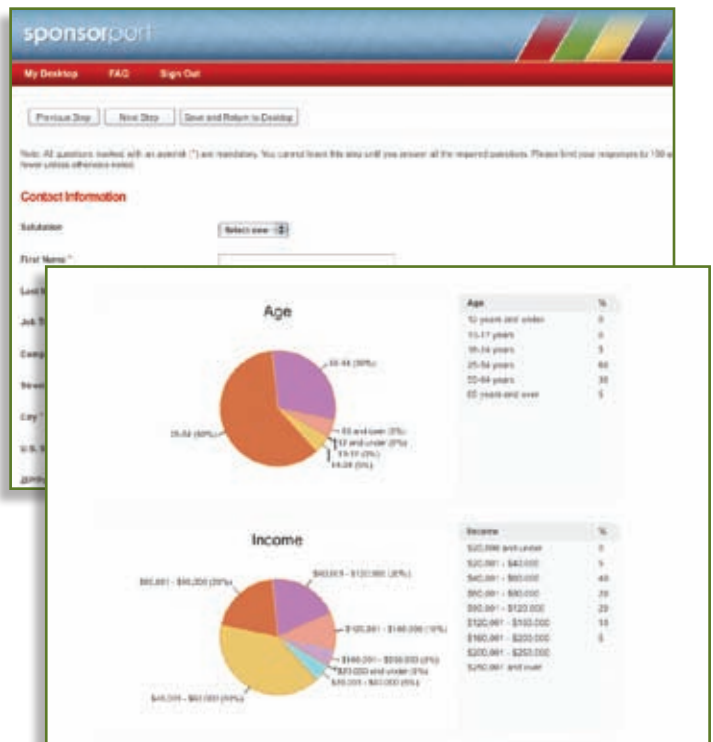
An Upgrade From 5 to 15 Folders allows you to create more sophisticated proposal management and routing.

Advanced Acceptance/Rejection Emailing and Filtering allowing for more options tied to the additional users and folders provided.

File Uploading allows submitters to attach PDFs to submitted proposals to provide more detailed information.

A User Activity Log that tracks individual user interactions with the system allowing you to see how staff is managing workflow.

A Proposal Activity Log that tracks the status of an individual proposal allowing you to see how it has been attended to as well as its current status.



Charts and tables make analyzing and comparing your sponsorship opportunities easy.

Efficiency, Utility, Functionality... And Proven ROI.

Businesses integrating SponsorPort have historically demonstrated a return on their investment within three to eight months of adoption. For more information on SponsorPort 4.0 Advanced Edition contact Andrew Stein at 914-729-7231 or email astein@sponsordirect.com

A platform as customizable as you need it to be.

SponsorPort 4.0 was created as a flexible platform to allow for customization of anything from an individual function to a full ground-up customized build. Our team of sponsorship experts and software developers can customize any functional aspect of the platform including evaluation, activation, measurement and ticket requests to provide exactly what you need.

For Businesses With Unique Sponsorship Needs SponsorPort 4.0 Advanced Edition Delivers the Right Balance of Efficiency and Customization.

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See a demo at www.sponsordirect.com