# USC Lambda Scholarship Benefit

April 4, 2020  
**SPONSORSHIP & TICKET LEVELS**

## $5,000 PRESENTING SPONSOR (only one available)
- Seating for up to twelve (12) guests*
- Podium recognition
- Digital Program Ad (full screen)
- Sponsorship recognition on event collateral and promotional materials (including but not limited to event website, digital program book, and social media announcements)
- Six (6) hosted parking passes
- Special invitations to USC Lambda events in 2020

## $3,000 GOLD SPONSOR
- Seating for up to eight (8) guests*
- Digital Program Ad (full screen)
- Sponsorship recognition on event collateral (including but not limited to event website, social media announcements, marketing material)
- Four (4) hosted parking passes
- Special invitations to USC Lambda events in 2020

## $1,500 CARDINAL SPONSOR
- Seating for up to six (6) guests*
- Digital Program Ad (half screen)
- Sponsorship recognition on event collateral (including but not limited to event website, social media announcements, marketing material)
- Three (3) hosted parking passes

## $500 LAMBDA SPONSOR
- Seating for two (2) guests*
- Sponsorship recognition on event collateral (including but not limited to digital program, event website, social media announcements, marketing material)
- One (1) hosted parking pass

## $100 INDIVIDUAL TICKETS

## $75 YOUNG ALUMNI TICKETS (35 years and younger)

### DIGITAL PROGRAM ADS
- Full screen 16:9 - $200
- Half Screen 8:9 - $100

* Additional sponsor-level tickets available (to sponsors only) for $150 each. Sponsor levels cannot be combined. Other restrictions may apply.
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
<th>Reserve Seats</th>
<th>Hosted Parking Passes</th>
<th>Digital Program</th>
<th>Mention in Marketing</th>
<th>Podium Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor</td>
<td>$5,000</td>
<td>12</td>
<td>6</td>
<td>Full Screen</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Gold Sponsor</td>
<td>$3,000</td>
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<td>4</td>
<td>Full Screen</td>
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<tr>
<td>Cardinal Sponsor</td>
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<td>6</td>
<td>Half Screen</td>
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<td>Lambda Sponsor</td>
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<td>1</td>
<td>Recognition</td>
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<tr>
<td>Individual Ticket</td>
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<tr>
<td>Young Alum Ticket</td>
<td>$75</td>
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</tbody>
</table>

**Full Screen Ad** - dimensions 16:9

**Half-Screen Ad** – dimensions 8:9

<table>
<thead>
<tr>
<th>Full Screen Ad</th>
<th>Accepted digital files include</th>
</tr>
</thead>
</table>
| 16:9 – horizontal orientation | • Power Point  
| $200                     | • PDF  
|                          | • Hi-Res JPEG  
|                          | • Video (no sound)  
|                          | • Animated Gif  |

<table>
<thead>
<tr>
<th>Half Screen Ad</th>
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</thead>
<tbody>
<tr>
<td>8:9 – vertical orientation</td>
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