



**TheLab.ms**  
PO Box 262083  
Plano, TX 75026  
www.thelab.ms  
pr@thelab.ms

Dear Potential Sponsor,

Thank you for your interest in becoming a sponsor of TheLab.ms. We appreciate every dollar raised via our sponsorship program and have a sponsorship level to meet almost any budget. Below you will find a breakdown of our sponsorship levels and the benefits provided by each. Our sponsorship amounts are based on a fraction of our annual fundraising goal which is subject to change at our annual meeting each June. Feel free to reach out to us with any questions you may have or to set up your sponsorship.

#### Annual Sponsorship Levels

- **Angel Sponsor**
  - Those who provide a donation of half of our annual goal will be able to negotiate a custom contract detailing the benefits such a gracious donation would receive.
- **Platinum Sponsor**
  - Those who donate one third of our annual goal have the following benefits:
  - Will have naming rights to one of our Tier 1 spaces (tiers detailed below)
  - Receives 24 membership points (points explained below)
  - Will be mentioned at all of our meetings and events (method will vary by event).
  - Will be listed as a Platinum Sponsor on all of our web pages.
- **Gold Sponsor**
  - Those who donate one fourth of our annual goal have the following benefits:
  - Will have naming rights to one of our Tier 2 spaces (tiers detailed below)
  - Receives 12 membership points (points explained below)
  - Will be mentioned at all of our meetings and events (method will vary by event).
  - Will be listed as a Gold Sponsor on all of our web pages.
- **Silver Sponsor**
  - Those who donate one sixth of our annual goal have the following benefits:
  - Will have naming rights to one of our Tier 3 spaces (tiers detailed below)
  - Receives 6 membership points (points explained below)
  - Will be mentioned at all of our meetings and events (method will vary by event).
  - Will be listed as a Silver Sponsor on all of our web pages.
- **Named Sponsor**
  - Those who donate at least one eighteenth of our annual goal have the following benefits:
  - Will be mentioned on a slide at our monthly membership meetings as a Named Sponsor.
  - Will be listed as a Named Sponsor on all of our web pages.

Our Current Annual Goal Is \$36,000		Multi-Year Contracts Lock In A Discounted Price*	
Sponsorship Level	Annual Donation	2 Year Contract (-15%)	3 Year Contract (-25%)
Angel	\$18,000	\$30,600 (\$15,300/Year)	\$40,500 (\$13,500/Year)
Platinum	\$12,000	\$20,400 (\$10,200/Year)	\$27,000 (\$9,000/Year)
Gold	\$9,000	\$15,300 (\$7,650/Year)	\$20,250 (\$6,750/Year)
Silver	\$6,000	\$10,200 (\$5,100/Year)	\$13,500 (\$4,500/Year)
Named	\$2,000	\$3,400 (\$1,700/Year)	\$4,500 (\$1,500/Year)

\*Sponsors may contractually agree to make recurring annual donations at a fixed discounted price that will remain in effect for the duration of the contract regardless if the annual goal goes up.

Upgrades Offered For A Limited Time: Silver or Gold sponsors who donate before we sign a lease on a space will be upgraded to the next sponsorship level becoming Gold or Platinum sponsors respectively.

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### Special Sponsorship Levels

- Minor Event Sponsor
  - Those who donate at least \$100 (cash or equivalent in items/services) at an event with less than 100 planned participants have the following benefits:
  - Will be listed as a Named Sponsor for the event on all event promotions and publications.
  - Will be mentioned as a Named Sponsor at the event (method will vary by event)
- Major Event Sponsor
  - Those who donate at least \$1500 (cash or equivalent in items/services) at an event with 100 or more planned participants have the following benefits:
  - Will be listed as a Named Sponsor for the event on all event promotions and publications.
  - Will be mentioned as a Named Sponsor at the event (method will vary by event)
- Lifetime Members
  - Those who donate \$1000 prior to us having a physical space have the following benefits:
  - Will have lifetime membership status and never need to pay future membership fees.
  - Will be mentioned on a slide at our monthly membership meetings as a Lifetime Member.
  - Will be listed as a Lifetime Member on all of our web pages.
- Plank Owners
  - Those who become paid members prior to us having a physical space will have their membership fees locked in at the current \$20/Month or \$200/Year amount for as long as they remain paid members in good standing.

Note: Any sponsor or member who wishes to remain anonymous can opt out of benefits that would name them.

### Naming Tiers

- Tier 1 Named Spaces
  - Education Center, A/V Lab, (more to be added, ask for details)
- Tier 2 Named Spaces
  - Brew Space, Computer Lab, (more to be added, ask for details)
- Tier 3 Named Spaces
  - Server Area, (more to be added, ask for details)

### Membership Points

Membership points can be redeemed for one month of membership for an individual at TheLab.ms per point. These points can be used by the sponsor receiving them to provide themselves or any individuals they choose to become members of TheLab.ms. However, these points do not have any cash value.

Thank you again for your interest in becoming a sponsor of TheLab.ms.

Sincerely,

TheLab.ms