

Exposure

Exposure is a free, city-wide celebration of all things Memphis, encouraging individuals to get involved and give back to their city while also exploring recreational and entertainment offerings. Attendees will have the chance to interact with 100+ local civic, cultural and volunteer organizations all the while not leaving their homes. We know Exposure will look a little different in 2020, but we still expect to have a big impact on the community and participating organizations.

To fully activate the sponsorship benefits below and align your brand with New Memphis and Exposure, we will need a few deliverables. We have dates set so that we can ensure our team has time to make your brand stand out! If you have any questions, please email ruthie@newmemphis.org.

<h2>BRAND RECOGNITION</h2> <p>DUE DATE: JULY 1, 2020</p> <p>SPECIFICS: PROVIDE THE NAME OF YOUR COMPANY AS HOW YOU WOULD LIKE IT TO APPEAR THROUGH PROMOTION AND RECOGNITION.</p> <p>EXTRA CREDIT: THINK AHEAD! THE IMPACT REPORT AND FUNDER WALL ARE UPDATED ANNUALLY. UPDATE US WITH ANY CHANGES BETWEEN NOW AND 2021.</p>	<h2>COMPANY LOGO</h2> <p>DUE DATE: JULY 1, 2020</p> <p>SPECIFICS: PROVIDE AT LEAST ONE TRADITIONAL LOGO AND AN ALL BLACK LOGO, .PNG OR .EPS FORMAT.</p> <p>EXTRA CREDIT: PROVIDE A COMPANY BRAND MESSAGE OR TAGLINE FOR US TO INCLUDE WHERE APPROPRIATE FOR ADDED BRAND EXPOSURE.</p>	<h2>COMPANY SOCIAL MEDIA HANDLES</h2> <p>DUE DATE: JULY 1, 2020</p> <p>SPECIFICS: PROVIDE THE HANDLES FOR YOUR COMPANY TWITTER, FACEBOOK, INSTAGRAM, AND LINKEDIN PAGES.</p> <p>EXTRA CREDIT: WHEN WE TAG YOUR COMPANY, SHARE IT TO YOUR PROFILE FOR INCREASED VISIBILITY AND BRAND ALIGNMENT.</p>
<h2>WEBSITE BANNER AD</h2> <p>DUE DATE: JULY 15, 2020</p> <p>SPECIFICS: PROVIDE AN AD 489px WIDTH, 170px HEIGHT, RGB, 300ppi RESOLUTION, .JPEG FORMAT.</p> <p>EXTRA CREDIT: PROVIDE THE LINK TO THE DESIRED WEBSITE ADDRESS OR SOCIAL MEDIA PAGE TO ENSURE WE SEND PEOPLE TO THE RIGHT PLACE!</p>	<h2>SOCIAL MEDIA VIDEO</h2> <p>DUE DATE: JULY 15, 2020</p> <p>SPECIFICS: PROVIDE A 15-30 SECOND VIDEO THAT SPOTLIGHTS YOUR FAVORITE ORGANIZATION, WHY YOU SUPPORT EXPOSURE, OR WHAT YOU HOPE ATTENDEES FIND AT THE EVENT.</p> <p>PRO TIP: KEEP THE VIDEO AS EVERGREEN AS POSSIBLE. PLEASE DO NOT REFERENCE COVID-19 OR THE EVENT BEING VIRTUAL.</p>	<h2>VIRTUAL GIFT BAG SWAG</h2> <p>DUE DATE: AUGUST 1, 2020</p> <p>SPECIFICS: PROVIDE A COUPON, FREEBIE, OR OTHER DIGITAL PROMOTIONAL ITEM THAT IS 1080px WIDTH X 1080px HEIGHT, .JPEG OR .PNG FORMAT</p> <p>PRO TIP: THINK CREATIVELY TO MAKE YOUR BRAND STAND OUT. IF YOU THINK IT'S COOL, SO WILL OUR ATTENDEES!</p>
<h2>VIDEO PLAYLIST INTRODUCTION</h2> <p>DUE DATE: AUGUST 1, 2020</p> <p>SPECIFICS: PROVIDE A 60-90 SECOND VIDEO THAT STATES WHY MEMPHIS EXCELS IN THIS AREA, WHO YOU MIGHT SEE OR CONNECT WITH, OR WHY BECOMING INVOLVED IN THIS AREA IS IMPORTANT.</p> <p>PRO TIP: KEEP THE VIDEO AS EVERGREEN AS POSSIBLE. PLEASE DO NOT REFERENCE COVID-19 OR THE EVENT BEING VIRTUAL.</p>	<h2>EMPLOYEE RETENTION</h2> <p>DUE DATE: SEPTEMBER 1, 2020</p> <p>SPECIFICS: INVITE YOUR STAFF TO ATTEND. YOU'LL INCREASE BRAND EXPOSURE WHILE REINVIGORATING THEIR LOVE FOR THE CITY AND YOUR COMPANY FOR SUPPORTING IT.</p> <p>PRO TIP: MAKE IT A COMPETITION AMONG TEAMS OR DEPARTMENTS TO SEE WHO CELEBRATES THEIR CITY BEST!</p>	<h2>MEMPHIS BRAND ALIGNMENT</h2> <p>DUE DATE: SEPTEMBER 1, 2020</p> <p>SPECIFICS: CLICK THE LINK PROVIDED TO ACCESS ASSETS TO SHARE WITH YOUR AUDIENCE VIA SOCIAL MEDIA AND NEWSLETTERS.</p> <p>PRO TIP: HASHTAG #CELEBRATEYOURCITY AND #MEMPHISEXPOSURE2020 AND TAG @THENEWMEMPHIS TO BETTER ALIGN YOUR BRAND WITH THE EVENT.</p>