

19TH ANNUAL
ARTHUR J. ROONEY, SR.
COURAGE HOUSE LUNCHEON

NOVEMBER 8, 2011

GRETA ROONEY, CHAIR

SPONSORSHIPS AND BENEFIT LISTING

EVENT SPONSOR \$10,000

- Two tables of 8 at the luncheon with 4 former Pittsburgh Steelers players
- 16 footballs for autograph session
- Sponsorship acknowledgement during program
- Sign at the entrance
- Logo on event invitation
- Logo on TV screens during event
- Full-page ad in program book
- Guided tour of Heinz Field for 16
- Invitation for 6 to pre-event cocktail reception with the Ed Block Courage Award winner and other VIP guests
- Special donor gift

GOLD SPONSOR \$7,500

- A table of 8 at the luncheon with 2 former Pittsburgh Steelers players
- 8 footballs for autograph session
- Sponsorship acknowledgement during program
- Sign at the entrance
- Logo on TV screens during event
- Full-page ad in program book
- Guided tour of Heinz Field for 8
- Invitation for 4 to pre-event cocktail reception with the Ed Block Courage Award winner and other VIP guests
- Special donor gift

SILVER SPONSOR \$5,000

- A table of 8 at the luncheon with 2 former Pittsburgh Steelers players
- 8 footballs for autograph session
- Sponsorship acknowledgement during program
- Sign at football distribution table
- Logo on TV screens during event
- Full-page ad in program book
- Guided tour of Heinz Field for 8
- Invitation for 2 to pre-event cocktail reception with the Ed Block Courage Award winner and other VIP guests
- Special donor gift

BLACK & GOLD SPONSOR \$3,500

- A table of 10 at luncheon
- 10 footballs for autograph session
- Sponsorship acknowledgement during program
- Logo on TV screens during event
- Full-page ad in program book
- Guided tour of Heinz Field for 10
- Invitation for 2 to pre-event cocktail reception with the Ed Block Courage Award winner and other VIP guests
- Special donor gift

SILENT AUCTION SPONSOR \$3,000

- A table of 10 at luncheon
- 10 footballs for autograph session
- Logo identification on silent auction bid sheets
- Sponsorship acknowledgement during program
- Guided tour of Heinz Field for 10
- Full-page ad in program book

SUPER BOWL SPONSORS \$2,500

- A table of 10 at luncheon
- 10 footballs for autograph session
- Sponsorship acknowledgement during program
- Guided tour of Heinz Field for 10
- Full-page ad in program book

PLAYOFF SPONSORS \$2,000

- A table of 10 at luncheon
- 10 footballs for autograph session
- Guided tour of Heinz Field for 10
- Full-page ad in program book

PROGRAM BOOK UNDERWRITER \$1,500

- A table of 4 at luncheon
- 4 footballs for autograph session
- Full-page ad in program book
- Half-page acknowledgement in program book

CENTERPIECE UNDERWRITER \$1,500

- A table of 4 at luncheon
- 4 footballs for autograph session
- Logo placement on centerpieces
- Full-page ad in program book