

Muslim FunFest '10
BUSINESS SPONSOR PACKAGE

As-Salamu Alaikum

Dear Respected Brother / Sister:

The 3rd Annual Muslim FunFest '10 Family Carnival will be on May 29th at High Point Farm, a private 180 acre setting (near Germantown), insha'Allah. One of the main goals of the event is to bring communities together to enjoy a day outdoors with family, friends, and other Muslims. The Muslim Link and the Muslim FunFest are the organizers of the event. All proceeds will go to support the Muslim Link newspaper so that it can continue its operation.

The business community's involvement is important to the overall success of this great DC event. Furthermore, Muslim FunFest '10 offers a great opportunity to promote your business to the Muslims in the Metro DC area including Maryland, Washington DC, and Northern Virginia. By the grace and will of Allah, last year, we had over 5,000 people come to the event. This year we are anticipating over 8,000 people at the carnival, insha'Allah. This is a great opportunity to mass market your business to more than 8,000 Muslims and give your business the exposure it deserves.

Some additional key benefits of becoming a sponsor are:

1. Reward from Allah (SWT) for helping to make the Muslim FunFest Family Carnival possible for the Muslim children & their families in the greater Metro DC area and for supporting the Muslim Link newspaper.
2. Great opportunity to increase name recognition in front of more than 8,000 people.
3. Attain new/additional customers for your business.
4. Tax write-off. The business can write-off as a marketing and promotions expense.

Steps to becoming a business sponsor:

1. Review and Select one or more of the "Business Sponsor Levels" and the rides given on page 2.
2. Fill out the "Business Sponsor Form" given on page 3.
3. Submit the completed form online or print the form and fax it.
4. Payment can be made online or the business sponsor form faxed to 240-209-0702.
5. All business sponsor forms and payment must be received by May 21, 2010.

All business sponsor forms, payments, and ads must be received by May 21, 2010.

May Allah (SWT) reward you for your continued support and contribution!

JazakAllahu Khairan,
Muslim FunFest Committee

BUSINESS SPONSOR LEVELS

ZIP LINE or 26' Rock Wall w/ Extreme Air Jumpers Sponsors @ \$2,000 Level

- Ad Sign with your business name and contact info in front of Zip Line or Rock Wall.
- Free Color Ad in Muslim Link newspaper (1/2 page for 3-issues in the Muslim Link Marketplace section with 6,000 distributions per bi-weekly issue within 12-months after the event). Free Coupon in the Marketplace section and Free Ad Design. (\$530 value)
- Promotional Announcements using event wide audio system
- Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet. Business has the option of placing a coupon in the coupon section of the booklet. Business will supply the Ad and the coupon based on Ad and Coupons Template that we will provide. (\$100 value)
- Business place its business card/flyer on "Information Table" & Free Unlimited Ride Wristband for 7 (\$175 value)
- Your business information will be placed on the Muslim FunFest website at www.muslimfunfest.com as a sponsor.

Mechanical Carnival Rides, Exotic Reptile Show, or Pony Ride Sponsors @ \$1,000 Level

- Ad Sign with your business name and contact info in front of the Flying Dragon, Sand Storm, Turbo Tubs, Exotic Reptile Show, or Pony Ride
- Free Color Ad in Muslim Link newspaper (1/4 page for 2-issues in the Muslim Link Marketplace section with 6,000 distributions per bi-weekly issue within 12-months after the event). Free Coupon in the Marketplace section and Free Ad Design. (\$240 value)
- Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet. Business has the option of placing a coupon in the coupon section of the booklet. Business will supply the Ad and the coupon based on Ad and Coupons Template that we will provide. (\$125 value)
- Business place its business card/flyer on "Information Table" & Free Unlimited Ride Wristband for 5. (\$125 value)
- Your business information will be placed on the Muslim FunFest website at www.muslimfunfest.com as a sponsor.

Dunk Tank Sponsors @ \$500 Level

- Ad Sign in front of the Dunk Tank.(Your business name & contact info will be advertised as Dunk Tank sponsor)
- Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet. Business has the option of placing a coupon in the coupon section of the booklet. Business will supply the Ad and the coupon based on Ad and Coupons Template that we will provide. (\$100 value)
- Business place its business card or flyer on "Information Table" and Free Unlimited Ride Wristband for 3. (\$75 value)
- Your business information will be placed on the Muslim FunFest website at www.muslimfunfest.com as a sponsor.

Inflatable Ride Sponsors @ \$250 Level

- Ad Sign in front of one of the eight the inflatable rides. (Your business name and contact info will be advertised as a sponsor of one of six inflatable rides)
- Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet. Business has the option of placing a coupon in the coupon section of the booklet. Business will supply the Ad and the coupon based on Ad and Coupons Template that we will provide. (\$100 value)
- Business place its business card/flyer on "Information Table"
- Your business information will be placed on the Muslim FunFest website at www.muslimfunfest.com as a sponsor.

Carnival Game Booth Sponsors @ \$150 Level

- Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet as the sponsor of one of the game booths. You also have the option of placing your business coupon in the coupon section of the booklet. The business will need to supply the Ad and the coupon based on Ad and Coupons Template that we will provide. (\$100 value)
- Your business information will be placed on the Muslim FunFest website at www.muslimfunfest.com as a sponsor.

Advertise in the Business Sponsor Booklet @ \$100 or \$25 Level (Sample Ad Templates are on Pages 5 and 6)

- **\$100 Level - 1/3 page Ad plus a coupon:** Place a 1/3 page Advertisement (2.4"X4.5") in the Muslim FunFest Sponsor Booklet. Business has the option of placing a coupon in the coupon section of the booklet. Business will supply the Ad and the coupon based on Ad and Coupons Template that we will provide.. Ad Formatting is \$25
- **\$25 Level – One Line Ad:** Place a one line Advertisement in the Muslim FunFest Sponsor Booklet with Business Name, Telephone, and Email Address or website.
- **To see the Ad templates and samples, please refer to Pages 5 and 6 of this document OR for more information, please visit www.muslimfunfest.com/bookletads.html**

Business Sponsor Form

Date: _____

Business Name: _____

Business Address: _____

Contact Person: _____ Email: _____

Telephone Number: Work: _____ Cell: _____

Please select a business sponsor level by signing on the appropriate line. If selected sponsor level has more than one ride, please indicate by circling the ride you would like to sponsor:

ZIP LINE or 26' Rock Wall w/ Ext. Air Jumpers @ \$2,000 Level: _____

Flying Dragon, Sand Storm, Turbo Tubs, Exotic Reptile Show,
or Pony Ride Sponsors @ \$1,000 Level: _____

Dunk Tank Sponsors @ \$500 Level: _____

Inflatable Ride Sponsors @ \$250 Level: _____

Game Booth Sponsors @ \$150 Level: _____

Advertise in the Sponsor Booklet @ :
\$ 100 – 1/3 Page Ad: _____

\$ 25 – One Line Ad: _____

Payment Options:

Checks: Please make checks payable to: **The Muslim Link**

Credit Card: Card Holder: _____

Card Number: _____

Card Type: VISA MC DISCOVER Other: _____

Expiration Date: _____

Signature: _____

Complete this form online and pay online at: www.muslimfunfest.com/sponsors.html

PLEASE SUBMIT THIS FORM: By FAX to: 240-209-0702

By EMAIL to: sponsors@muslimfunfest.com

By MAIL to: Muslim FunFest, C/O The Muslim Link, 5301 Edgewood Rd, College Park, MD 20741

Business Sponsor Advertisement Templates and Samples for \$100 and \$25 Levels

Sample 1- Text Only: \$100 (1/3 page ~ 2.4 X 4.5 inches) *

The Muslim Link

SAMPLE 1

Phone: 301.982.1020
Email: Office@muslimlinkpaper.com
Website: www.MuslimLinkPaper.com
Address: 5301 Edgewood Rd. College Park, MD 20740

The Muslim Link Paper is published every other week on Fridays and distributed throughout the Washington and Baltimore Metropolitan Areas. TML is based at Dar-us-Salaam in College Park, Maryland, USA. Staff and contributors are not necessarily affiliated with Dar-us-Salaam.

Sample 2 - Text and Logo: \$100 (1/3 page ~ 2.4 X 4.5 inches) *



The Muslim Link

SAMPLE 2

Phone: 301.982.1020
Email: Office@muslimlinkpaper.com
Website: www.MuslimLinkPaper.com
Address: 5301 Edgewood Rd. College Park, MD 20740

The Muslim Link Paper is published every other week on Fridays and distributed throughout the Washington and Baltimore Metropolitan Areas. TML is based at Dar-us-Salaam in College Park, Maryland, USA. Staff and contributors are not necessarily affiliated with Dar-us-Salaam.

Sample 4 - Text Only: \$25 (One Line Ad ~ 0.6 X 4.5 inches) *

SAMPLE 4

The Muslim Link |

www.MuslimLinkPaper.com
office@muslimlinkpaper.com
301-982-1020

*** All Samples are enlarged and not the actual size.**

COUPON AD TEMPLATE ~ 2.4 X 2.2 inches *

(Available ONLY for \$100 Level Ads)

SAMPLE

BUSINESS NAME

Business Address, City,
State 123456

703-222-2222

www.Business.com

email@Businessemail.com

50% OFF
ALL ITEMS

EXP DATE: 01/01/2011

MUSLIM FUNFEST 2010 COUPON

Two easy ways to submit your Ad!

1. **Submit the Booklet Advertisement Form online and Pay Online:**

- i. Please go to www.muslimfunfest.com/bookletads.html
- ii. Once you submit the form below you'll be re-directed to the payment page.

2. **Submit and Pay for Submit Business Sponsor Booklet Ad by Mail or Fax:**

Complete Business Form on Page 3 and either fax it to 240-209-0702 or mail to:

Muslim FunFest
c/o The Muslim Link
5301 Edgewood Road
College Park, MD 20740

Make checks payable to "The Muslim Link." Memo/Note : "MuslimFunFest Sponsor"