



Demonstrating the efficacy of technology has never been more important in education. Support that effort by becoming a sponsor of this national awards program today!

It is my pleasure to invite you to discover and celebrate the accomplishments of some of America's brightest young creative minds as we kick off the **2008 "Empowered Education" Awards**.

We invite you to join these remarkable students on what could be the most important journey of their young lives. Be a part of this exciting new video awards program. Become a program sponsor, and build extensive awareness and reach in today's school and [college marketplace].

Sponsorship opportunities are available for key product categories, and each sponsorship will provide numerous marketing and advertising opportunities in traditional print as well as online and electronic media, culminating with the awards presentation itself in the nation's capital.

In addition to encouraging high-quality video journalism, supporting school and college video programs, and providing a rewarding and career-starting experience for student video producers, sponsors of the **2008 Empowered Education Awards** reap a rich array of highly tangible marketing benefits.

Please see reverse side for important information about your sponsorship benefits. Contact your account executive for additional information and to secure the sponsorship that meets your marketing needs and budget. Please be aware that premier sponsorship opportunities are exclusive by product category, and we expect these sponsorship opportunities to go very quickly.

Thank you.

Gregg W. Downey, Publisher

eSchool News Network
1-800-394-0115 x107

(Over, please)

2008 Schedule

Nominations Open	Jan. 17, 2008
Nominations Deadline	April 30, 2008
Judging Panel Convenes	May 12, 2008
Winners Notified	May 16, 2008
Awards Ceremony	Sept 22, 2008

Sponsorships

(A Premier Sponsorship Closes Out Its Major Product Category)

Major Sponsorship Category List

- Computers
- Enterprise Solutions
- Instructional Software
- IT Security
- Learning Management & Content **CATEGORY SOLD OUT!**
- Mobile Devices
- Monitors
- Multimedia Software
- Network Systems
- Operating Systems
- Peripherals
- Presentation Systems
- Professional Development
- Projectors
- Safety & Health
- Telephony & Communications
- Video Content & Systems
- Wireless

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1-800-394-0115 x 163

EAST- Patty Voltz
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WEST- Paul Turchetta
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Empowered Education Awards

Honoring student videos focused on ed-tech success in their schools

PREMIER EXCLUSIVE SPONSORSHIPS *by product category (see reverse)*

\$39,000 net

- Three (3) FP Tab 4C ads in March, July and Nov, 2008, with coverage of the EEA
- Three (3) months of the TOP BANNER, run of site for up to 100K impressions each month
- Three (3) weeks of the BOX AD Sponsorship of eSN THIS WEEK to over 78,000 Opt-ins per issue
- Opportunity to give prizes to the winners and their schools
- Recognition in all publicity about the program – online, in print, and in video
- Sponsorship of the EEA microsite with a clickable logo
- Monthly leads from the EEA microsite each month through Dec, 2008
- One (1) FP 4C ad in the Souvenir Program Book at the Awards Ceremony
- Comments (up to five minutes) from your Corporate Representative during the Awards Ceremony
- Corporate logo on banner in Awards Ceremony venue
- Photo Opportunity for your Corporate Representative with each winner
- Reproduction of the Award and Matted Photo of Corporate Representative with the Winners

DIAMOND SPONSORSHIPS

\$20,000 net

- Two (2) FP Tab 4C ads in March, July, or Nov, 2008, with coverage of the EEA
- Two (2) months of the TOP BANNER, run of site for up to 100K impressions each month
- Two (2) weeks of the BOX AD Sponsorship of eSN THIS WEEK to over 78,000 Opt-ins per issue
- Opportunity to give prizes to the winners and their schools
- Recognition in all publicity about the program – online, in print, and in video
- Sponsorship of the EEA microsite with a clickable logo
- Monthly leads from the EEA microsite each month through Dec, 2008
- One (1) FP 4C ad in the Souvenir Program Book at the Awards Ceremony
- Comments (up to three minutes) from your Corporate Representative during the Awards Ceremony
- Corporate logo on banner in Awards Ceremony venue
- Photo Opportunity for your Corporate Representative with each winner
- Reproduction of the Award and Matted Photo of Corp Rep with the Winners

GOLD SPONSORSHIPS

\$15,000 net

- One (1) FP Tab 4C ad in March, July, or Nov, 2008, with coverage of the EEA
- One (1) month of the TOP BANNER, run of site for up to 100K impressions
- One (1) weeks of the BOX AD Sponsorship of eSN THIS WEEK to over 78,000 Opt-ins
- Opportunity to give prizes to the winners and their schools
- Recognition in all publicity about the program – online, in print, and in video
- Sponsorship of the EEA microsite with a clickable logo
- Monthly leads from the EEA microsite each month through Dec, 2008
- One (1) FP 4C ad in the Souvenir Program Book at the Awards Ceremony
- Greetings (up to two minutes) from your Corporate Representative during the Awards Ceremony
- Corporate logo on banner in Awards Ceremony venue
- Photo Opportunity for your Corporate Representative with each winner
- Reproduction of the Award and Matted Photo of Corporate Representative with the Winners

SILVER SPONSORSHIPS

\$5,000 net

- One (1) FP 4C ad in the Souvenir Program Book at the Awards Ceremony
- Corporate logo on banner in Awards Ceremony venue
- Opportunity to give prizes to the winners and their schools
- Recognition in all publicity about the program – online, in print, and in video
- Sponsorship of the EEA microsite with a clickable logo
- Monthly leads from the EEA microsite each month through Dec, 2008
- Reproduction of the Award