



The American Institute of Stress

Sponsorship Tier Annual Donation	Bronze	Silver	Gold	Platinum
	\$5,000 Yearly	\$10,000 Yearly	\$30,000 Yearly	\$60,000 Yearly
AIS commits to:				
List sponsor on the AIS website. Stress.org currently has over 1.5 million unique visitors per year.	√	√	√	√
Ads on website	√	√	√	√
½ page ad in each Contentment and Combat Stress magazine <ul style="list-style-type: none"> 8 publications a year Sent to 12,000+ subscribers 			4/year	8/year
¼ page ad in each Contentment and Combat Stress magazine <ul style="list-style-type: none"> 8 publications a year Sent to 12,000+ subscribers 	2/year	4/year		
Articles submissions referencing product(s) for magazines. <ul style="list-style-type: none"> Contentment and Combat Stress editors have final approval on articles published in each magazine. AIS editors will provide parameters for the content of a proposed article. For instance, the articles must focus on stress and must be as noncommercial as possible. AIS will position product ads within the magazine pages where articles are placed. 	√	√	√	√
Blog submission referencing product(s) <ul style="list-style-type: none"> AIS currently creates blog content about 3 times per week. AIS will give suggestions on content for blogs. William Heckman, Executive Director has final approval on blogs that are submitted. 	1/year	3/year	6/year	12/year
Finding Contentment podcast sponsorship <ul style="list-style-type: none"> AIS produces 1 Podcast per month. AIS will announce that this podcast is sponsored by (corporation) and have a small commercial about the product(s). Possibility to participate as a guest on the Finding Contentment podcast, William Heckman, AIS Executive Director and podcast host will have final approval on guests. 	1/year	1/year	2/year	3/year
Promotion on Social Media Channels, Facebook, Instagram, LinkedIn, YouTube. Content to be provided by the sponsor and approved by AIS.	1/year	3/year	6/year	12/year
Logo included in Social Media banners.	√	√	√	√
Membership to AIS. Includes credentialled membership if qualified.	1	2	5	10
Mismatched Documentary Includes lesson plans and quizzes for employees.	√	√	√	√
Archived webinars for employees	√	√	√	√
Access to AIS archives for employees Health and Stress, Contentment, Combat Stress.	√	√	√	√
AIS will agree to not provide corporate sponsorship opportunities to directly competing corporations.	√	√	√	√
Sponsor has opportunity to:				
List AIS on the sponsor's website.				
Include the AIS sponsor seal on collateral and email material.				
Send sponsorship announcement emails to consumer contacts and employees.				