<table>
<thead>
<tr>
<th>Benefits</th>
<th>Financial Sponsors</th>
<th>In-Kind Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premiere Sponsor</strong></td>
<td>$250,000</td>
<td></td>
</tr>
<tr>
<td><strong>Platinum Sponsor</strong></td>
<td>$100,000</td>
<td></td>
</tr>
<tr>
<td><strong>Gold Sponsor</strong></td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td><strong>Silver Sponsor</strong></td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td><strong>Bronze Sponsor</strong></td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td><strong>Premiere Supporter</strong></td>
<td>($100,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Gold Supporter</strong></td>
<td>($25,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Silver Supporter</strong></td>
<td>($10,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Supporter</strong></td>
<td>($2,500)</td>
<td>minimum</td>
</tr>
</tbody>
</table>

**MEDIA**

- National press release from NSSF/PCS: X
- Template joint press release: X
- Logo w/"Supported by" in national PCS ads (TBD): X
- Thank You print ad in Community paper: X

**SOCIAL MEDIA**

- Social media announcement of support: X
- Facebook (NSSF and PCS): X
- Twitter (NSSF and PCS): X
- NSSF Blog (22k visitors/month): X

**EMAIL COMMUNICATIONS**

- Bullet Points (60k recipients): X
- Email blast to all PCS supporters (1K+): X

**PCS WEBSITE**

- Thank you banner: X
- Top Tier Link Enabled logo on Supporters page: X
- Logo placement on Supporters page: X
- Organization Name Listing on Supporters Page: X
- Video Interview - Why We Support This Program: X

**AFFILIATION LOGOS**

- Premier Sponsor Logo/Web Badge: X
- Platinum Sponsor Logo/Web Badge: X
- Gold Sponsor Logo/Web Badge: X
- Silver Sponsor Logo/Web Badge: X
- Bronze Sponsor Logo/Web Badge: X
- Proud Supporter Logo/Web Badge/Sticker: X

**SHOT SHOW**

- Exclusive banner/signage on site @ PCS Booth: X
- Logo on "Supporters" signage at booth: X
- Logo w/"Supported by" on PCS Show materials: X
- Acknowledgement in Program: X

**OTHER**

- Market/Category Exclusivity: X
- Recognition on Program Collateral: X
- Recognition on program press releases (in boilerplate): X
- Pull The Trigger Newsletter - 1 Million recipients: X
- Recognition in PCS Annual Report: X
- Project ChildSafe Kit Distribution on site: X
- Certificate of Recognition: X