BENEFITS	FINANCIAL SPONSORS					IN-KIND SUPPORTERS			
	Premiere Sponsor $250,000	Platinum Sponsor $100,000	Gold Sponsor $50,000	Silver Sponsor $25,000	Bronze Sponsor $10,000	Premiere Supporter ($100,000)	Gold Supporter ($25,000)	Silver Supporter ($10,000)	Supporter ($2,500) minimum
MEDIA									
National press release from NSSF/PCS	X	X	X			X			
Template joint press release				X	X	X	X		
Logo w/"Supported by" in national PCS ads (TBD)	X								
Thank You print ad in Community paper	X								
SOCIAL MEDIA									
Social media annoucnement of support	X	X	X	X	X	X	X	X	
Facebook (NSSF and PCS)	X	X	X	X	X	X	X	X	
Twitter (NSSF and PCS)	X	X	X	X	X	X	X	X	
NSSF Blog (22k visitors/month)	X	X	X			X			
EMAIL COMMUNICATIONS									
Bullet Points (60 K recipients)	X	X	X	X		X	X		
Email blast to all PCS supporters (1K+)	X	X	X	X		X			
PCS WEBSITE									
Thank you banner	X								
Top Tier Link Enabled logo on Supporters page	X	X							
Logo placement on Supporters page			X	X	X	X	X		
Orgnization Name Listing on Supporters Page								X	X
Video Interview - Why We Support This Program	X								
AFFILIATION LOGOS									
Premier Sponsor Lgog/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	X	X	X
SHOT SHOW									
Exclusive banner/signage on site @ PCS Booth	X								
Logo on "Supporters" signage at booth	X	X				X			
Logo w/"Supported by" on PCS Show materials	X								
Ackowledgement in Program	X								
OTHER									
Market/Category Exclusiviity	X								
Recognition on Program Collateral	X	X							
Recognition on program press releases (in boilerplate)	X								
Pull The Trigger Newsletter - 1 Million recipients	X	X	X	X		X			
Recognition in PCS Annual Report	X	X	X						
Project ChildSafe Kit Distribution on site	X								
Certificate of Recognition	X	X	X	X	X	X	X	X	X