



Saturday June 18th 2011

Date:

Company:

Product Title and Description (if possible):

Sponsorship Level: *(please mark one)*

Store Sample Level Sponsor - \$0

(Deadline: February 25, 2011)

- Requires commitment of 600 copies (1 per box) of one (1) product that will be slated as a retailer in-store demo copy NOT for giveaway

Bronze Level Sponsor - \$0 (Deadline: February 25, 2011)

- Requires commitment of 1,800 copies (3 per box) of one (1) product giveaway
- RPG Shipped To Participating Retailers
- Excel Data File Of All Participating Retailers
- Company Name (linked) On FreeRPGDay.com website

Silver Level Sponsor - \$0 (Deadline: February 25, 2011)

- All of Bronze Plus...
- (Except) Requires commitment of 3,000 copies (5 per box) of one (1) product giveaway

Gold Level Sponsor - \$0 (Deadline: February 25, 2011)

- All of Silver Plus...
- (Except) Requires commitment of 6,000 copies (10 per box) of one (1) product giveaway

Platinum Level Sponsor - \$0 (Deadline: February 25, 2011)

- All of Gold Plus...
- (Except) Requires commitment of 9,000 copies (15 per box) of one (1) product giveaway

PLEASE SIGN AND FAX BACK TO:

Aldo Ghiozzi
Impressions Advertising & Marketing
704 Thompsons Drive
Brentwood, CA 94513
Phone (925) 240-0862
FAX (240) 220-8780
www.impressionsadv.net
aldo@impressionsadv.net

I agree my product will meet the following:

- Inclusion of the Free RPG Day logo on the front or back of the product.
- No MSRP anywhere on the product (or a MSRP of \$0.00 placed on the back).
- If an independent RPG, the product will include quickstart rules at minimum, with a STRONG recommendation to include an adventure and pre-generated characters to create a complete demo package for the consumer and retailer --- where by 50% of the product will include never-before-seen material.
- 100% never-before-seen material if an adventure module.
- Minimum page count of 16 pages (with or without cover, though we recommend a 10pt C1S color cover).
- Print and/or PDF versions of the product will **NOT** be disseminated anywhere else until **JUNE 20TH, 2011**.
- **Will arrive NO LATER than FRIDAY MAY 6, 2011!**
(Impressions, 3415 Centennial Drive, Ft. Wayne, IN 46808)

X _____

