



Universal Design Living Laboratory

Menu of Sponsorship Opportunities

Thank you for your interest to learn about sponsorship opportunities on behalf of the Universal Design Living Laboratory (UDLL).

You will note the following list of categories and costs for sponsorship opportunities. Please take the time to review this menu to determine which level of sponsorship you and your associates would like to enjoy for your respective company. If there are other categories that you would like to incorporate, we are glad to discuss this with you!

The sponsorship program has been prepared for your consideration to receive acknowledgment for your contribution of product, service and cash. Your cash contributions can be designated for the PBS documentary (The Ohio State University) and to the Universal Design Living Laboratory. This sponsorship program has been designed for you to select the items that are best suited for your specific needs. After your selection, we will tally the list and afford you a designated level of sponsorship as follows:

After you have reviewed and considered your category selection, please contact Rosemarie Rossetti, Ph.D. at Rosemarie@UDLL.com or 614-471-6100.

Please note that the Universal Design Living Laboratory team will provide you complimentary mentorship and guidance for your public relations, public affairs, and communication teams.

On behalf of all of us affiliated with the Universal Design Living Laboratory, thank you for your interest, consideration, contribution and participation!

Platinum	\$100,000 +
Diamond	\$75,000
Emerald	\$50,000
Ruby	\$25,000
Gold	\$10,000
Silver	\$5,000
Bronze	\$2,500
Topaz	\$1,000
Opal	\$500

Rosemarie Rossetti, Ph.D.

Mark Leder



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Television Programs

WOSU-TV (PBS Affiliate, Columbus, OH)

Production and airing of a one-hour, high-definition documentary about the design and construction of the Universal Design Living Laboratory. This program, which is currently in the funding acquisition phase, will be offered for national distribution.

The documentary will be available for sale worldwide on a DVD with bonus segments at the end. These segments will feature the products of the documentary sponsors.

Preliminary raw footage capture and several interviews with project participants at the NAHB's 2006 International Builders' Show, and at the Rensselaer Institute, have already occurred.

In order to facilitate the immediate production of the PBS documentary, your cash contribution is appreciated. This cash contribution will be applied to the total amount of your contribution to the Universal Design Living Laboratory. Contributions to this documentary production are tax deductible to the extent permitted by law. WOSU Public Media is the acting fiscal agent for this production.

Program start/ending credit: Fourteen second audio/visual message (no statement of quality or call to action)	\$25,000 - \$100,000
Program start/ending credit: visual and organization name only:	\$5,000

Programs presently in discussion

As these program producers reach agreement with the Universal Design Living Laboratory, sponsorship opportunities for these productions will become available. We welcome your advisement for additional programs and ideas in order to maximize the benefits you wish to receive from each program.

HGTV (13 part series—Dream Home)	TBD
HGTV Pro	TBD
Discovery Channel—Christopher Lowell	TBD
PBS—Victory Garden	TBD
PBS—Our Ohio TV	TBD
Homefront.com	TBD



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Experiential Overnight Stay for Executives

<p><i>Experience first hand what it's like to fully enjoy accessible accommodations. Dialog with the Universal Design Living Laboratory executive team and homeowners to help you become more effective in adapting new products creatively.</i></p> <p style="text-align: right;"><i>2 days - 1 night</i></p>	\$10,000
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Consumer Interaction

Tours / Orientations and Educational Outreach at the Universal Design Living Laboratory		
<p><i>Your sponsorship will help provide a unique branding opportunity for your product or service to specific groups. To date, these tours have not been confirmed. However, initial contact has been made and interest expressed. We will be glad to accommodate your additional tour groups. Valuation shown is per day.</i></p>		
American Institute of Architects (AIA)		\$10,000
American Society of Interior Designers (ASID)		\$10,000
Building Industry Association (BIA)		\$10,000
National Kitchen and Bath Association (NKBA)		\$10,000
National Association of Home Builders (NAHB)		\$10,000
National Association of the Remodeling Industry (NARI)		\$10,000
Metropolitan Boards of Realtors (CBR)		\$10,000
Columbus Rotary Club		\$10,000
National Association of Women Business Owners (NAWBO)		\$10,000
American Association of Retired Persons (AARP)		\$10,000
<i>(continued >)</i>		



Menu of Sponsorship Opportunities

Consumer Interaction *(continued)*

Tours / Orientations and Educational Outreach at the Universal Design Living Laboratory <i>(continued)</i>		
	Disabled American Veterans (DAV)	\$10,000
	Paralyzed Veterans of America (PVA)	\$10,000
	National Association of Women in Construction	\$10,000
	International Facility Management Association (IFMA)	\$10,000
	Building Owners and Managers Association (BOMA)	\$10,000
	National Association of the Self-Employed (NASE)	\$10,000
	International Telework Association (ITWA)	\$10,000
	National Speakers Association (NSA)	\$10,000
	Landscape Design Association (LDA)	\$10,000
	American Landscape Contractors Association (ALCA)	\$10,000
	Ohio Florists Association—International Convention 2007	\$10,000
	Franklin Park Conservatory and Botanical Garden	\$2,500
	American Horticultural Therapy Association	\$2,500
	Franklin Garden Club	\$2,500
	Mid-Ohio Board for an Independent Living Environment, Inc. (MOBILE)	\$2,500
	Mid-Ohio Regional Planning Commission (MORPC)	\$2,500
	Ohio Statewide Independent Living Council	\$1,000
	Central Ohio Agency on Aging	\$1,000
	Perennial Plant Society—National Convention 2007	\$5,000
	Central Ohio Water Garden Society	\$1,000
	Inniswood Garden	\$2,500

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Consumer Interaction *(continued)*

On-Going Educational Outreach at the Universal Design Living Laboratory

These programs have not been confirmed. However, initial contact has been made and interest expressed. The programs would be repeated on a regular basis over time. Valuation shown is per sponsored class at the Universal Design Living Laboratory.

Certification Programs—taught by: (Certified Aging-In-Place Specialist —CAPS)	TBD Cash Contributions Only
<ul style="list-style-type: none"> National Association of Home Builders (NAHB) 	
<ul style="list-style-type: none"> Universal Design Alliance (UDA) 	
Columbus State Community College—Landscape Classes	\$10,000
The Ohio State University	
<ul style="list-style-type: none"> Human Development and Family Science Department —Universal Design Classes 	\$10,000
<ul style="list-style-type: none"> Extension Service—Community Outreach Program 	\$500
<ul style="list-style-type: none"> Knowlton School of Architecture —Architecture and Landscape Architecture Classes 	\$5,000
Columbus College of Art and Design—Interior Design Classes	\$10,000

Private Receptions and Tours at the Universal Design Living Laboratory

The pre-opening private reception will provide the latest state-of-the-art lifestyle experience for participants. The post-opening private sponsorship tour is your opportunity to have exclusive access to the Universal Design Living Laboratory for an event where you may invite a select number of your customers, salespersons, marketing team, etc. You may also choose to create your own promotional calendar.

Pre-Opening Private Event for Sponsors	\$25,000
Event for the Media / Press	\$10,000
Post-Opening Private Sponsor Event	\$10,000



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Consumer Interaction *(continued)*

Internet		
	<p>Virtual Tour of the Universal Design Living Laboratory <i>This multimedia experience will permit a website visitor to “walk-through” the Universal Design Living Laboratory and pan and zoom to different areas/viewing perspectives of the home. Your sponsorship will “enable” mouse-overs of your pictured or “embedded” products, which will automatically open a new browser window with further product descriptions, your supplied video clips, photos, and a link back to your website. Sponsors below the \$50,000 level will have their products displayed in the virtual tour, but no interactivity or branding reference.</i></p>	\$50,000
	<p>Video Podcasts of Construction <i>(approximately 1 to 2 per week)</i> <i>Take advantage of this explosive trend of enabling your audience to download short video clips to their iPods. Each clip will contain a 10 second promotional opportunity for your company, followed by a particular design, construction, or product event which occurred that week. Podcasts will be posted not only to the Universal Design Living Laboratory, but also to iTunes and several other Internet content aggregators. You may reserve specific podcasts which would coincide with your product featuring/installation.</i></p>	\$2,500 per podcast Cash Contributions Only
	<p>Community Discussion Forum, WebLog (Blog), or Email ListServ <i>Get up close and personal with interested individuals from around the world as they discuss issues surrounding the concepts presented in the Universal Design Living Laboratory. Though no direct selling/advertising is permitted, this would be a rich source of consumer interests and demographics information for your company’s marketing and product development. A sidebar banner ad is included.</i></p>	\$5,000
	Ad Placement on the Universal Design Living Laboratory website	
	<p><i>Your company’s pre-produced final graphic or Internet ad, sized to one of the industry standards, will be incorporated into the Universal Design Living Laboratory website with an embedded link to your site. See www.UDLL.com/sponsors/ads.cfm for the size matrix with samples.</i></p>	
	<i>(continued >)</i>	



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Consumer Interaction *(continued)*

Internet *(continued)*

*Banner Size-Location-Price Matrix (refer to www.UDLL.com/sponsors/ads.cfm)
Please note that banner ads and links are automatically included with your level of sponsorship, starting at the \$5,000 level.*

<u>Page</u>	<u>Location</u>	<u>Size Code / Price</u>
Home	Side Bar	A = \$75,000 : B = \$50,000 : C = \$25,000
	Inline in content	A = \$100,000 : B = \$75,000 : C = \$50,000
Any Other Page	Side Bar	A = \$25,000 : B = \$10,000 : C = \$5,000
	Inline in content	A = \$50,000 : B = \$25,000 : C = \$10,000
Sponsor Hot Link Only on Website (no graphic—not on the Home Page)		\$5,000

Media

6 Minute Video Welcome Message at the Universal Design Living Laboratory <i>At the beginning of each tour/event, all participants will be shown an introductory video in the Universal Design Living Laboratory Theater. Your sponsorship provides you with a 15 second promotional opportunity at the beginning or end of the video. Video promo supplied by your company.</i>	
Video promo at the beginning and end of the video	\$25,000
Visual logo/company name appearance at end of video	\$10,000
Informational / Sales Kiosk at Regional Home and Garden Shows <i>A professionally-constructed, walk-up kiosk with computer and monitor will be displayed with corresponding signage. A continuously looping video will be shown providing details of the Universal Design Living Laboratory project, showcasing your sponsored products / services.</i>	\$50,000 Cash Contributions Only

Radio

Talk Show—Broadcasts/Internet/Satellite (ie, Homefront.com)	\$2,500
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Promotional Materials and Publicity / PR

<p><i>With excellent networking capabilities throughout the building industry and excellent writing credentials, let us help your firm position its message for maximum communication exposure.</i></p>		
	Individual national press release (per release)	\$1,000 Cash Contributions Only
	Universal Design Living Laboratory Press Kit <i>Contains biographical sketches of the team, background information, mission and values statements, and photos of home and products used</i>	\$5,000
	Sponsor ad placement in Rosemarie's established e-zine with link to your site	\$5,000 Cash Contributions Only

Consulting Services

<p><i>Maximum 8 hours per session. 1 day of preparation, 1 follow up report/evaluation. Travel and expenses not included. All listings in this group are cash contributions only.</i></p>		
	Advising Product Manufacturers	\$5,000
	Advising Home Builders	\$5,000
	Advising Remodelers	\$5,000
	Advising Architects	\$5,000
	Advising Interior/Kitchen/Bath Designers	\$5,000
	Advising Realtors	\$5,000
	Advising Developers	\$5,000
	Other Advising / Research	\$5,000
<p><i>A sponsoring company may perhaps desire to continue it's goodwill and public relations by sponsoring an in-need individual or family for consultation services provided by the Universal Design Living Laboratory team.</i></p>		
	Advising Homeowners for home design and product selection	\$5,000



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Product Development

Future Product Sales		
<i>Opportunity to brand and support various educational products to teach others about universal design. All listings in this group are cash contributions only.</i>		
	Written or video publications such as e-books, workbook for consumers, or informational DVD's , potentially covering topics such as working with builders and architects, how to think about your needs, product selection, etc.	\$10,000
	Checklists of universal design features	\$5,000
	Pay to View on Internet <i>Various video clips of design, installation, and / or product features.</i>	\$10,000
	Teleseminars <i>Where project team members conduct interviews and Q & A on a live phone or streaming web conference.</i>	\$5,000
Construction Process Videotaping		
	<i>Take advantage of the exceptional opportunity to create learning products by videotaping construction and installation methods of your products in an actual lifestyle environment. Your sponsorship will provide you with High Definition Video (HDV) format raw footage that you can use to create your own finished production or to train your sales and marketing team as well as architects/builder/installers who use your products/services.</i>	\$1,250 for 4 hours per crew person

Product Testing

	As the Universal Design Living Laboratory is being created to be an on-going source of inspiration and experience, sponsors will be able to utilize it to evaluate prototypes today and tomorrow.	TBD
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Public Speaking

As voices for the emerging Universal Design Living Laboratory, Rosemarie Rossetti, Ph.D. and/or Mark Leder share their consumer perspective experiences in a variety of venues. Each one-day engagement does not include travel or other miscellaneous expenses.

We continue to seek opportunities to speak at professional conferences by writing proposals and offering our services to meeting planners. Example organizations include the NAHB and AARP.

All listings in this group are cash contributions only.

Confirmed Events

	NAHB 50+ Housing Symposium—April 25, 2006	\$5,000
	The Ohio State University ADA Conference—April 2006	\$5,000
	Company Spokesperson <i>Appearances at trade shows, conferences, seminars</i>	\$5,000
	Presentation at your Company Facility <i>To salespeople, managers, board of directors, customers, staff, production workers</i>	\$5,000
	Company Spokesperson for the Media	TBD



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Sponsorship Perks (included with all sponsorship levels)

<i>All levels of sponsorship will receive the following bonuses:</i>	
Sponsor supplied giveaways / door prizes	Bonus
Certificate of Participation	Bonus
Picture of a company representative with the executive management team and homeowners	Bonus
Book "Take Back Your Life!", authored by Rosemarie Rossetti, Ph.D.	Bonus
Regular electronic newsletter using email and/or Real Simple Syndication (RSS) feed to your company's point of contact team members to keep each person apprised of the following: <ul style="list-style-type: none">• Upcoming sponsored events and media exposures• Post event recap narrative• Results of surveys or other marketing data that would be captured from tour participants	Bonus

Thank you for your interest and consideration. As you review the menu of sponsorship opportunities, please note that we will be glad to customize a specific program of sponsorship.

On behalf of all of us affiliated with the Universal Design Living Laboratory, we're excited about the prospect of working with you and your team!