



Belleville Achieves Strength In Character

### **Banner Sponsorship Program**

The BASIC Initiative developed out of Belleville's Community of Character initiative and focuses on building a community of character. The Mission of BASIC is to “Promote and support positive character where we live, work, and play”.

We offer a variety of opportunities for people to raise the quality of their life by helping to raise the quality of life for others. BASIC stands for Belleville Achieves Strength in Character. BASIC is a not-for-profit 501(c)(3) community organization.

BASIC is comprised of a volunteer adult board and a Youth Board, comprised of students from Belleville East, Belleville West, and Althoff Catholic high schools. Programs offered by BASIC include Belleville Helping Belleville Day, Keep Belleville Beautiful, the Citizens of Character Awards, character education, the annual Teeter Totter-a-Thon, and more.

To help promote your business of character, BASIC is offering the Banner Sponsorship Program. Fifty (50) banners will be available for sponsorship and are first come, first served. The vinyl banners are 24” X 51” in size and will feature your full color logo on both sides, accompanied by one of the twelve (12) Character Words. The banners will be distributed throughout the city and specific locations cannot be guaranteed. Sponsorship of a banner is \$500 per banner for one year.

If your organization is interested in sponsoring a banner, please complete the application on the following page. For questions, please contact Program Chair Eric Schauster at 618-233-6810, Ext. 1249 or [eschauster@belleville.net](mailto:eschauster@belleville.net) . Thank you for your support.

#### **Sample Banner**





# THE BASIC INITIATIVE

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## **Banner Sponsorship Program Application**

Name of sponsoring company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact person name/title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Placement of banner at specific location cannot be guaranteed.

Banner will be displayed for one (1) year.

**Logo must be submitted as a vector file (.ai or .eps). Resolution must be minimum of 150 dpi.**

Character word to be displayed on banner: (Mark top four choices, one per banner. Choices are first come, first served.):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Integrity       | <input type="checkbox"/> Fairness       | <input type="checkbox"/> Peace         |
| <input type="checkbox"/> Trustworthiness | <input type="checkbox"/> Citizenship    | <input type="checkbox"/> Empathy       |
| <input type="checkbox"/> Perseverance    | <input type="checkbox"/> Caring         | <input type="checkbox"/> No Preference |
| <input type="checkbox"/> Cooperation     | <input type="checkbox"/> Respect        |  |
| <input type="checkbox"/> Self-Discipline | <input type="checkbox"/> Responsibility |  |

Number of banners: \_\_\_\_\_ X \$500 ea. = \$ \_\_\_\_\_

Method of payment:

- Check (Make checks payable to The BASIC Initiative)
- Cash

Submit application, logo file, and payment to:

BASIC Initiative Banner Sponsorship Program,  
c/o Eric Schauster,  
407 E. Lincoln St., Belleville, IL 62220.  
[eschauster@belleville.net](mailto:eschauster@belleville.net)

For questions, contact Eric Schauster at 618-233-6810, Ext. 1249 or [eschauster@belleville.net](mailto:eschauster@belleville.net).

All applications are subject to review and approval.