

**Support SafeMinds Mercury Free Kids Have SafeMinds Online Auction:  
Be a Sponsor and You'll See The Rewards, Too!**



mercury free kids have safe minds

**July 20 – 30, 2010**

**Why You Should Be Involved**

- Because SafeMinds is all about leveraging a powerful community to raise a significant amount of money to raise awareness, support research, change policy and focus national attention on the growing evidence of a link between mercury and neurological disorders such as autism, attention deficit disorder, language delay and learning difficulties. We're committed to using innovative technology and techniques to keep costs at an absolute minimum.
- Because auctions are a fun way to raise a lot of money. And because raising more money to support SafeMinds benefits all of us as we work to create optimal health in pregnant women, infants and children through the elimination of unnecessary exposure to mercury in its many forms.
- Because it's a great way for you to achieve widespread visibility by tapping into an engaged, active community to promote your own products and services.

**The Benefits of Being a Sponsor:**

- Your logo, with a link to your Web site, will be featured on the auction's home page. It's a great way to *drive traffic to your site*.
- To promote the auction, we're sending *8-10 targeted e-mail communications* to the entire database of more than 4,000 committed sponsors, donors, friends, and volunteers. That's more than 40,000 "impressions," or times your logo will be seen. And that's not even counting the pass-along rate.
- We'll feature your logo/your logo with a link to your Web site on our home page, put reminders in our newsletters, post on our Facebook and Twitter accounts. It all *means more people will visit our auction, see your logo and potentially click through to your Web site*.

**REMEMBER:** The Online Auction is an outstanding "viral" marketing tool. Our members will pass along our e-mail messages to their own friends and family – so there's no telling how many people our message will reach!

**You can help make the Mercury Free Kids Have Safe Minds Auction happen. Get involved NOW!** Have a question or suggestion? Want to learn about *Sponsorship opportunities*? Contact [eksafeminds@gmail.com](mailto:eksafeminds@gmail.com).

**Sponsorship Levels & Benefits**  
**SAFEMINDS ~ MERCURY FREE KIDS HAVE SAFE MINDS ~ 2010**

**□ LEVEL I: GOLD \$500**

- ✓ Your logo and link as a Global Sponsor, appearing on every page of our auction catalog, in the right-sidebar
- ✓ Your logo and link as a Global Sponsor, appearing in position #1 (above-the-fold)
- ✓ Your logo and link as a Call-out sponsor, within the main article text area on homepages
- ✓ Your logo and link appearing on 10/10 emails sent throughout the duration of our online auction, in the right-sidebar
- ✓ Your logo and link appearing on all Homepages throughout the duration of our online auction
- ✓ Post-auction, a personalized performance report emailed to you, defining the total number of:  
1) impressions, 2) click-throughs of your logo and link, per Global/Email/Homepage position

**□ LEVEL II SILVER \$250**

- ✓ Your logo and link as a Global Sponsor, appearing in position #2 (above-the-fold)
- ✓ Your logo and link appearing on 10 /10 emails sent throughout the duration of our online auction, in the right-sidebar
- ✓ Post-auction, a personalized performance report emailed to you, defining the total number of:  
1) impressions, 2) click-throughs of your logo and link, per Global/Email/Homepage position

**□ LEVEL III BRONZE \$100**

- ✓ Your logo and link as a Global Sponsor
- ✓ Your logo and link appearing on 5 / 10 emails sent throughout the duration of our online auction, in the right-sidebar

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□ Please accept my payment of \$ \_\_\_\_\_ by: Check \_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ Other \_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV2 Code \_\_\_\_\_

□ Please call me directly at the following number / day / time to verbally accept payment information:

Date \_\_\_\_\_ Contact Number \_\_\_\_\_ Best Time to Call \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email Address \_\_\_\_\_

**Please return this form no later than July 15, 2010 to:**

**COALITION FOR SAFEMINDS**  
**Attention: ELIZABETH KILPATRICK**  
**16033 BOLSA CHICA, #104-142**  
**HUNTINGTON BEACH, CA, 92649**

**Phone: 404-934-0777 | Fax: 714-495-4088 | Email: [eksafeminds@gmail.com](mailto:eksafeminds@gmail.com)**