

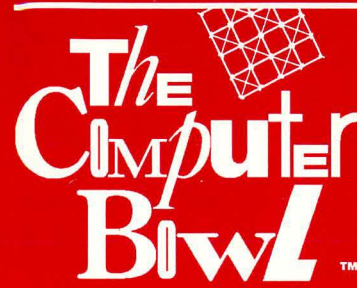
PLACE
STAMP
HERE

The Computer Museum

Museum Wharf

300 Congress Street

Boston, MA 02210



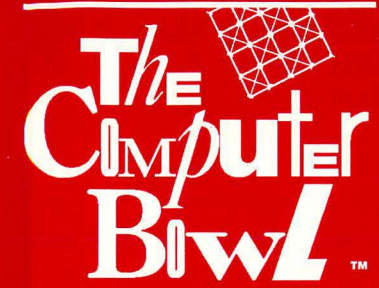
The Computer Museum

Museum Wharf

300 Congress Street

Boston, MA 02210

(617) 426-2800



A Sponsorship

Opportunity

Benefiting the

Educational Programs

of The Computer

Museum, Boston

EAST VS. WEST

The Computer Bowl is a legendary contest of computer smarts between East and West Coast computer industry leaders. Similar to a T.V. quiz show, it takes place before a live audience and is broadcast by satellite to other locations. It is a unique fund-raising vehicle created by The Computer Museum to benefit its educational programs and has become the computer industry's own celebrity classic.

INDUSTRY LEADERS AND PIONEERS

Team members are high tech industry leaders, pioneers and opinion makers. Team members have included:

Esther Dyson, EDventure Holdings, Inc.
Bill Gates, Microsoft Corporation
Bill Joy, Sun Microsystems
Mitch Kapur, ON Technology
John Armstrong, IBM
Pat McGovern, IDG
Bill Poduska, Stardent Computer

MAJOR CORPORATE SPONSORS

The Computer Bowl attracts more than \$600,000 in cash, products and services each year, as a grand spoof — high tech style — of sports sponsorships. "Sponsors see the Bowl as an advertising opportunity as well as a philanthropic venture," according to Marketing Computers. ACM is the Presenter of the Bowl. One third of all major sponsors are Fortune 500 Companies. Corporations can take advantage of several different sponsorship levels.

Major sponsors of the Bowl have been:

Apple Computer, Inc.
AT&T Computer Systems
BASF
Bank of Boston
Digital Equipment Corporation
Intel Corporation
Price Waterhouse
Stratus Computer, Inc.

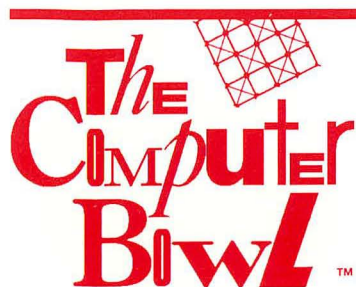
REACH A SELECT AUDIENCE

Sponsorship of the Bowl offers an excellent promotional opportunity to reach directly a select audience of influential industry leaders. Sponsors receive:

- Over \$400,000 worth of advertising in national publications including Business Week.
- Visibility on the set of Computer Chronicles, a PBS television show with an audience of over 700,000 households.
- Exposure to several million people through coverage in the national print and electronic media. This has included coverage in the Wall Street Journal, Business Week, Fortune, USA Today, The Boston Globe, The San Francisco Examiner, and the Associated Press.
- Signage at all Computer Bowl events and listing in many Museum publications.
- A table for 10 at the Computer Bowl Dinner and 10 tickets to the Computer Bowl.

AN INDUSTRY TRADITION

Over 1000 people buy tickets to The Computer Bowl either at the live site or at a satellite site. They are executives, board members and clients of leading national companies. An annual industry tradition, "The Computer Bowl is fun, educational and a great way to raise money for The Computer Museum" says Bill Gates, Chairman of the Board, Microsoft Corporation.



Please send me more information on The Computer Bowl!

- Sponsorship Information
- Ticket Information

Name

Company

Address

City

State

Zip

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Telephone