

On-Site Conference Benefits

- One complimentary exhibit booth (10' X 10') in a premier location on exhibit floor
- Twelve complimentary conference registrations
- Twelve complimentary conference scholarships
- Corporate representative to introduce Keynote Speaker on first morning of conference
- Full page, full color advertisement in program book (back cover)

Business First Benefits

- Logo and Diamond sponsor recognition in pre-conference advertising (regular edition)
- Large logo recognition as Diamond sponsor in 12-page conference insert published in *Business First* and given to all conference attendees
- Full page, full color advertisement on back cover of conference insert
- Opportunity to write a 500-word editorial with corporate logo in conference insert
- Detailed listing on Exhibition Guide Page in the conference insert
- Logo and Diamond sponsor recognition in the post-conference thank you/follow up ad (standard issue)

Sponsorship Investment = \$35,000

■ **Diamond/Title Sponsorship**

Collateral and Internet

Marketing Benefits

- Logo and link to corporate website on P² conference website
- Logo and link to corporate website on P² conference emails
- Featured in the “**Sponsor Spotlight**” in monthly conference email
- Logo inclusion on premium gift given at conference
- Logo and recognition as Diamond-level sponsor in all conference mailings and printed materials

Radio Advertising

- Company name mention as Diamond-level sponsor in a minimum of (55): 30 second commercials as part of a paid advertising schedule with W^{NED}-AM & W^{NED}-FM
- Opportunity to feature the voice, name and title of a representative from your organization for your W^{NED}-AM and W^{NED}-FM radio spot that will run 10 times as part of paid advertising schedule

Television Advertising

- Logo and “**Your Company Presents**” designation included in paid advertising on W^{NED}-TV including 22 television spots to run in prime time (6pm – 11pm)

Sponsorship Investment = \$35,000

■ **Diamond/Title Sponsorship**

On-Site Conference Benefits

- One complimentary exhibit booth (10' x 10') in a premier location on exhibit floor
- Full page, full color advertisement in program book
- Ten complimentary conference registrations
- Ten complimentary conference scholarships
- Corporate representative to introduce a keynote speaker at conference

Business First Benefits

- Logo and Platinum sponsorship recognition in pre-conference advertising (regular edition)
- Platinum-level sponsorship recognition in 12-page conference insert published to run in *Business First* and given to all conference attendees
- Full page, full color advertisement in conference insert
- Opportunity to write a 250-word editorial with corporate logo in conference insert
- Detailed listing on Exhibitor Guide Page in conference insert
- Logo recognition as Platinum sponsor in post-conference thank you/follow up ad (regular edition)

Sponsorship Investment = \$25,000

■ **Platinum Sponsorship**

Collateral and Internet Marketing Benefits

- Logo and link to corporate website on P² conference website
- Logo and link to corporate website on P² conference emails
- Featured in the “**Sponsor Spotlight**” in monthly conference e-mail
- Logo and recognition as a Platinum-level sponsor in all conference mailing and printed materials

Radio Advertising

- Company name mention and Platinum-level recognition in a minimum of (30): 30 second commercials as part of a paid advertising schedule with W^{NED}-AM & W^{NED}-FM
- Opportunity to feature the voice, name and title of a representative from your company in W^{NED}-AM & W^{NED} FM radio spots that will run 10 times as part of a paid advertising schedule

Sponsorship Investment = \$25,000

- **Platinum Sponsorship**

On-Site Conference Benefits

- One complimentary exhibit booth (10' X 10')
- Half page advertisement in conference program book
- Six complimentary conference registrations
- Six complimentary conference scholarships

Collateral and Internet Marketing Benefits

- Logo and link to corporate website on P² conference website

Business First Benefits

- Recognition as a Gold-level sponsor in pre-conference advertising (regular edition)
- Half page advertisement in 12-page conference insert to run in *Business First* and given to conference attendees
- Detailed listing of Exhibition Guide Page in conference insert
- Logo recognition as Gold-level sponsor in post-conference thank you/follow up advertising (regular edition)

Sponsorship Investment = \$10,000

■ **Gold Sponsorship**

On-Site Conference Benefit

- One complimentary exhibit table to spotlight your organization's marketing material/literature
- Quarter page ad in conference program book
- Three complimentary conference registrations
- Three complimentary conference scholarships

Collateral and Internet Marketing Benefits

- Logo and Link to corporate website on P² conference website

Business First Benefits

- Recognition as a Silver-level sponsor in pre-conference advertising (regular edition)
- Quarter page ad in 12-page conference insert to run in *Business First* and given to conference attendees
- Detailed listing in Exhibition Guide Page in conference insert
- Logo recognition as Silver sponsor in post-conference thank you/follow up advertising (regular edition)

Sponsorship Investment = \$5,000

■ **Silver Sponsorship**

On-Site Conference Benefits

- Logo recognition as Pewter-level sponsor in program book
- Two complimentary conference registrations
- Two Complimentary conference scholarships

Collateral and Internet Marketing Benefits

- Listing as Pewter-level sponsor on P² conference website

Business First Benefit

- Logo recognition as Pewter-level sponsor in pre-conference advertising (regular edition)
- Eighth page advertisement in 12-page conference insert to run in *Business First* and given to all conference attendees
- Logo recognition as Pewter sponsor in a post-conference thank you/follow up advertising (regular edition)

Sponsorship Investment = \$2,500

- **Pewter Sponsorship**

On-Site Conference Benefits

- One complimentary conference registration
- One complimentary conference scholarship
- Logo recognition as Bronze sponsor in program book

Collateral and Internet Marketing Benefits

- Listing as Bronze-level sponsor on P² conference website

Business First Benefits

- Logo recognition as Bronze sponsor in pre-conference advertising (regular edition)
- Eighth page advertisement in 12-Page conference insert to run in *Business First* and given to all conference attendees
- Logo recognition as Bronze sponsor in post-conference thank you/follow up advertising (regular edition)

Sponsorship Investment = \$1,500

■ **Bronze Sponsorship**

Sponsorship Agreement

Yes, I would like to commit at the following sponsorship level:

Diamond **Platinum** **Gold** **Silver** **Pewter** **Bronze**

Company Name: _____

Contact: _____ Title: _____

Address: _____ City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Method of Payment: Invoice Check (Check # _____)

Signature: _____

Please make checks payable to: **P² Collaborative of Western New York.**

Complete and mail this agreement to: P² Collaborative of Western New York, 6225 Sheridan Dr, Ste 206, Williamsville, NY 14221 or Fax to: 716-631-2962

For more information about sponsorship contact: Shelley Hirshberg – 716-725-4562 or shelly@p2wny.org