

**P² Collaborative of WNY
2008 Annual Conference
September 24 – September 25, 2008
Buffalo, NY**

Creating a Healthy Community: Quality Through Innovation

Platinum Sponsorship

Pre-Conference Marketing Benefits

- Company name mention and recognition as a Platinum Level Sponsor within a minimum of (27) :30 second commercials as part of a paid advertising schedule with WNED-AM & WNED-FM running from March 10th - March 28th, 2008.
- Enjoy the opportunity to feature the voice, name and title of a representative from your company in a customized :30 second commercial promoting your involvement and support of the P² Collaborative of WNY 2008 Annual Conference as a part of the above paid schedule which will run (9) times from March 10th - March 28th, 2008.

Promotional Value: \$2,295

- Logo and recognition as a Platinum Level Sponsor of the P² Collaborative of WNY 2008 Annual Conference included in paid advertising schedule on Buffalo's WNED-TV including (11) television spots to run in prime time (6pm - 11pm) during August 2008.

Promotional Value: \$2,475

- Logo and recognition as a Platinum Level Sponsor of the P² Collaborative of WNY 2008 Annual Conference in all conference mailings and printed materials
- Logo and recognition as a Platinum Level Sponsor of the P² Collaborative of WNY 2008 Annual Conference on (4) Pre-Conference ads in Business First

Promotional Value: \$12,000

- Logo and recognition as a Platinum Level Sponsor of the P² Collaborative of WNY 2008 Annual Conference included in Buffalo Spree's March 2008 Medical Resource Guide

Promotional Value: \$3,000

Business First Benefits

12 Page insert covering the P² Collaborative of WNY 2008 Annual Conference scheduled to run in Business First on September 5th, 2008. Insert also placed in conference bags given to all attendees at the conference.

- Full Page Ad in Business First P² Collaborative of WNY 2008 Annual Conference Insert

Promotional Value: \$4,079

- Large logo recognition as Platinum Level Sponsor
- Opportunity to write a 250 word editorial, representative photo and logo
- Detailed Listing in Exhibitor Guide Page

Internet Marketing Benefits

- Logo and link to corporate website on conference website
- Logo and link to corporate website on conference emails
- Featured in the "Sponsor Spotlight" in monthly conference email update

Board of Directors
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President & CEO
Independent Health
Chair

Tom Rosenthal, MD
Professor & Chairman
Department of Family Medicine
University at Buffalo
President

Yvonne Minor-Ragan, PhD
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Stephen B. Edge, MD, FACS
Chair, Breast & Soft Tissue
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 Senior Vice President
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 United Auto Workers, Region 9

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 Chairman
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 Pastor
 Mount Erie Baptist Church

Jay Pomerantz, MD
 Senior Vice President &
 Chief Medical Officer
 HealthNow

Shelley Hirshberg
 Executive Director

On-Site Conference Benefits

- One complimentary exhibit booth (10'x10') in a premier location within the “Community Learners Café”
- Ten complimentary conference registrations. **Value: \$1,750**
- Ten complimentary conference scholarships. **Value: \$1,750**
- Verbal recognition as a Platinum Level Sponsor at the Welcome Session
- Insert in the conference bag given to each attendee
- Sponsor Ribbons to wear at the conference

As a Platinum Level Sponsor you may choose from one of the Sponsorship Opportunities below that will also include additional unique benefits:

- Keynote Speaker Sponsorship
- Educational Track Sponsor

Post-Conference Marketing Benefits

- Logo recognition as a Platinum Level Sponsor of the P² Collaborative of WNY 2008 Annual Conference included within (1) Post-Conference thank you / follow up ad in Business First
Promotional Value: \$3,000

Sponsorship Investment = \$25,000

Sponsorship Agreement

Yes, I would like to commit to this sponsorship opportunity!

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: 716-299-2121

For more information about sponsorship contact: Tina Chaudhry - 716-903-8462 or tina@inanyeventwny.com