



*cds creative, inc. and the Dawe Consulting Group present*  
**The Greater Wilkes-Barre Chamber's  
THE Conference 2011**

*Full Day Event w/ the Association of Fundraising Professionals NEPA Philanthropy Forum*

**Tuesday, April 19, 2011 – The Woodlands Inn, Wilkes-Barre**

**Marketing and  
Sponsorship Facts**

Monthly views of THE Conference  
e-mail newsletter: 500

Monthly views of The Greater  
Wilkes-Barre Chamber e-mail  
newsletter & eBlast: 1100

Monthly views of the Association  
of Fundraising Professionals NEPA  
Chapter eNewsletter: 125

Attendance at THE Conference  
2010: 130

Attendance at AFP Philanthropy  
Forum 2009: 115

(THE Conference 2010  
combines these two events)

**Contact Information**

John Dawe, CFRE  
Event Coordinator  
john@the-conference.biz  
570-763-9876

Donna Sedor, ABC, CCE  
Sponsorship  
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570-823-2101

**Important Dates**

To be included in many of THE  
Conference marketing materials  
including press releases, invitation,  
program, sponsor boards and other  
materials, please reserve by  
**Feb. 1, 2011.**

*All marketing collateral is due to the event  
coordinator by March 1, 2011.*

**SPONSORSHIP LEVELS**

**Presenting Sponsorship – Sold to cds creative, inc and Dawe Consulting** **\$7,500**

- “Presented By” Tag Line on all Marketing Materials along with the Greater W-B Chamber & AFP
- Premium Space for a Display Banner at event
- Mentioned in all pre and post-event PR and will have their logo on the event invitation and program
- Two full-page ads in program book
- Sponsor representative can introduce the keynote speaker
- Display booth in the Exhibit Hall
- 8 reservations to the event that they can use or donate to clients, students, etc.
- Sponsor representative will be in group photos taken at the event with the speaker

**Platinum Sponsor**

**\$3,000**

- Mentioned on signage at the event and all pre- and post-event marketing
- One page ad in the event program
- Sponsor representative can make brief remarks at the keynote address
- Display booth in the exhibit hall
- 6 reservations to the event they can use or donate to clients, students, etc.
- Sponsor can have a banner at the event
- Sponsor representative will be in group photos taken at the event with the speaker

**Gold Sponsors**

**\$2,000**

*Multiple Gold Sponsorships are available.*

- Sponsors will be mentioned in pre-and post-event marketing
- One page ad in the event program
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the exhibit hall
- Mentioned on the website area for each of the sessions

**Technology Sponsor**

**\$1,500**

- Sponsors will be mentioned in pre-and post-event marketing
- Half Page advertisement in program, paired with “How To Theatre” Listing
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the Exhibit Hall

**Event Track Sponsors**

**Full Track \$1,500 Two Co-Sponsored \$750**

- Sponsors will be mentioned in pre-and post-event marketing
- Half Page advertisement in program, paired with “Track Program” Listing
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the exhibit hall
- Mentioned on the website area for each of the sessions

**Track sponsorships are available for:**

- Business Leadership Track
- Human Resources Track
- Marketing & Communications Track
- Nonprofit & Fundraising Track (*through AFP*)

*www.the-conference.biz*



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**How-To Theatre Sponsor** \$1,000

- Sponsors will be mentioned in pre-and post-event marketing
- Half Page advertisement in program, paired with "How To Theatre" Listing
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth at the How To Theatre

**Reception Sponsor** \$1,000

- Sponsor and Reception will be directly associated (ex: "Reception sponsored by XYZ Corp.")
- Half page in program book inviting attendees to sponsored reception
- 4 reservations to THE Conference they can use or donate to clients, students, etc.
- Display booth in Exhibit Hall and Reception Area

**Tote Bag Sponsor** \$1,000

- Sponsors will be mentioned in pre-and post-event marketing
- One-Color Imprint of sponsor logo and website on one side of tote bags.
- Company Name displayed as Registration Sponsor on online registration form
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the Exhibit Hall

**Registration Sponsor** \$750

- Sponsors will be mentioned in pre-and post-event marketing
- Banner with logo stating "Registration Sponsored by XYZ Corp." displayed at on-site registration
- Company Name displayed as Registration Sponsor on online registration form
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the Exhibit Hall

**Exhibit Hall Sponsor** \$750

- Sponsors will be mentioned in pre-and post-event marketing
- Half Page advertisement in program, paired with Vendor Listing
- 4 reservations to the event they can use or donate to clients, students, etc.
- Display booth in the Exhibit Hall

**Nonprofit Scholarship Sponsors** (multiple sponsorships available) \$500

- **Provides scholarships for 10 nonprofit leaders from qualifying organizations to attend**
- Shared Display Space in the exhibit hall

**Student Scholarship Sponsors** (multiple sponsorships available) \$500

- **Provides scholarships for 10 student leaders from regional colleges and universities to attend**
- Shared Display Space in the exhibit hall

**Exhibit Booth Only** \$250

- Display booth in the exhibit hall