

The Women's Bureau Presents



Featuring...



## Wi\$e Up & Take Off to Destination: Financial Success

Friday, March 13, 2009

The Hiller Aviation Museum  
601 Skyway Road, San Carlos

\*Brought to you by:



\*This event is conducted under a contract with the U.S. Department of Labor, Women's Bureau

# SPONSORSHIP OPPORTUNITIES PACKET

The mission of the Circle of Women “Wi\$e Up and Take Off” conference is to educate Gen X, Gen Y, and Baby Boomer women with diverse ethnic backgrounds, help those in challenging economic situations, and provide a platform to get more financially savvy.

**CONNECT** – One must be able to connect within before effectively connecting with others.

**COMMIT** – We must make a personal commitment to make a change.

**CHANGE** – Our commitments to change will allow us to make differences in our lives and the community.

### Circle of Women’s Wi\$e Up Conference Objectives

The Circle of Women conference will provide keynotes, panel discussions, and workshops so women can:

- ✓ Understand the current economy and how to move forward
- ✓ Gain tools for smart financial decision making
- ✓ Transform their relationship with money
- ✓ Learn the basics of what every woman should know
  - Living within their means
  - Managing credit
  - How to save
  - How to stop being the community “ATM”
  - Shopping for the right financial institution and products
  - Preventing identity theft
  - Financial preparedness
  - Insurance, Real Estate, & Investments 101
  - How to pay for college
- ✓ Be conscious of utilizing our resources to save money
- ✓ Network with other women
- ✓ ...and much more!

The 2009 Circle of Women “Wi\$e Up” Conference will bring together over 200 women throughout the Bay Area, primarily from San Mateo County.

**Secure your opportunity to represent your organization before this group of women by submitting your Sponsor Registration Form today!**

## Circle of Women “Wi\$e Up” Conference Sponsorship Opportunities

### **Official Event & Concorde Sponsor (Exclusive) \$ 10,000**

- Recognition on Circle Communications website with direct link
- Corporate logo prominently displayed throughout event as “Official Event Sponsor”
- Logo in all printed materials & site signage
- Listing in all media venues and advertising, mention in press release
- Logo displayed on presentation screen with other sponsors
- Introduction and acknowledgement during Welcome Ceremony
- Opportunity to showcase a 3 minute presentation during a general session
- Collateral displayed at each attendee chair
- Complimentary Guest Passes for 10 (can be used as scholarships)
- Logo on Conference Tote Bag as “Official Event Sponsor”
- 2x email blast to conference attendee list (material must be by approved by Circle Communications)
- (1) 6’ table to showcase your company
- 25% discount on next Circle conference sponsorship
- Sponsorship of pre-conference networking mixer (venue TBD)

### **Air Force One Sponsor (Industry Exclusive) \$ 7,500**

- Logo on Circle Communications website with direct link
- Logo at event on site signage
- Logo in all printed materials & site signage
- Listing in all media venues and advertising
- Logo displayed on presentation screen with other sponsors
- Introduction and acknowledgement during Welcome Ceremony
- Complimentary Guest Passes for 7 (can be used as scholarships)
- Logo on Conference Tote Bag with collateral insertion opportunity
- Full page premium ad space in Conference Guide (placement is first come, first serve)
- 1x email blast to conference attendee list (material must be approved by Circle Communications)
- (1) 6’ table to showcase your company

### **Boeing 747 Sponsor \$ 5,000**

- Logo on Circle Communications website with direct link
- Name recognition at event on site signage
- Name recognition or logo in all printed materials & site signage
- Listing in all media venues and advertising
- Logo displayed on presentation screen with other sponsors
- Introduction and acknowledgement during Welcome Ceremony
- Complimentary Guest Passes for 5 (can be used as scholarships)
- Logo on Conference Tote Bag with collateral insertion opportunity
- Full page ad space in Conference Guide
- 1x email blast to conference attendee list (material must be approved by Circle Communications)
- (1) 6’ table to showcase your company

### **Condor Sponsor \$ 2,500**

- Logo on Circle Communications website with direct link
- Logo recognition at event on site signage
- Name recognition or logo in all printed materials & site signage
- Listing in all media venues and advertising
- Logo displayed on presentation screen with other sponsors
- Introduction and acknowledgement during Welcome Ceremony
- Complimentary Guest Passes for 5 (can be used as scholarships)
- Half page ad space in Conference Guide
- (1) 6' table to showcase your company

### **Skyhawk Sponsor \$ 1,000**

- Logo on Circle Communications website with direct link
- Logo recognition at event on site signage
- Name recognition or logo in all printed materials & site signage
- Listing in all media venues and advertising
- Introduction and acknowledgement during Welcome Ceremony
- Complimentary Guest Passes for 4 (can be used as scholarships)
- Quarter page ad space in Conference Guide
- (1) 6' table to showcase your company

### **Community Friends \$ 500**

- Company Listing on Circle Communications website with direct link
- Company Listing in Conference Guide on site signage
- Name recognition in all printed materials & site signage
- Complimentary Guest Passes for 2 (can be used as scholarships)
- Business Card Size ad space in Conference Guide
- Display brochures or fliers at Community friends table

### **Small Business Sponsor \$ 250**

- Company Listing on Circle Communications website
- Company Listing in Conference Guide & site signage
- One scholarship for an attendee (i.e. for Women's Initiative clients)
- Business Card Size ad space in Conference Guide

### **Circle Supporters \$ 100**

- Company Listing on Circle Communications website
- Company Listing in Conference Guide & site signage
- One scholarship for an attendee (i.e. for Women's Initiative clients)

### **Advertising Opportunities in Conference Guide**

- Business Card Size ad \$ 100
- Quarter Page Size ad \$ 250
- Half Page Size ad \$ 450
- Full Page Size ad \$ 750

Ancillary Sponsorships available, please inquire (lanyard, pens, badgeholder, coffee mugs, notebook, etc.)



**Sponsorship Registration Form**

**Contact Information**

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_ Circle Rep. \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**Sponsorships**

Please check the sponsorship level of your choice:

- Official Circle Event Sponsor (Exclusive) \$10,000
- Air Force Sponsor (Industry Exclusive) \$7,500
- Boeing 747 Sponsor \$5,000
- Condor Sponsor \$2,500
- Skyhawk Sponsor \$1,000
- Community Friends \$ 500
- Small Business Sponsor \$ 250
- Circle Supporters \$ 100

Please check your ad size in the Event Program :

Business Card Size \$ 100 \_\_\_\_\_ Quarter Page Size \$250 \_\_\_\_\_  
 Half Page Size \$ 450 \_\_\_\_\_ Full Page Size \$ 750 \_\_\_\_\_

\*premium positions available

Sponsorship Level Amount	\$ _____
Advertising in Event Program	\$ _____
Ancillary Sponsorship	\$ _____
<b>Total Amount</b>	<b>\$ _____</b>

## Payment Information

- Enclosed is my check/money order made payable to:  
Circle Communications
- Please charge my credit card in full. Check which credit card you will be using below:
  - Visa  MasterCard  Discover  American Express

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

Name as it Appears on Card \_\_\_\_\_

Card's Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Please fax registration forms to:  
Circle Communications  
355 Gellert Boulevard, Suite 230 Daly City, CA 94015  
Email: [events@circlecommunications.com](mailto:events@circlecommunications.com)  
Tel (650) 991-5697 Fax: (650) 757-2075

## Important Reminders

- We only accept high resolution artwork in 300 DPI file formats.
- \*Inclusion deadlines are:
  - Registration Brochure is January 31, 2009
  - Program Guide is February 20, 2009
  - Conference Tote bag is February 20, 2009.
- All marketing material (conference brochures, fliers, photos, etc) used at the conference and our website with your logo, artwork, and name may be used for future marketing purposes.

\*subject to change

## Agreement

**PLEASE READ & SIGN** On behalf of myself and company listed on this form, I release Circle Communications LLC, its employees, officers and agents from any liability whatsoever arising from any conduct, included any alleged negligence by act of omission of sponsoring Circle Communications for the 03/13/09 Circle of Women Wi\$e Up Conference. I understand all information regarded in this form including important reminders stated within the form and grant full permission to Circle Communications to use our company's name, logo, artwork for any marketing purposes. Payment is due upon receipt of invoice in order to have sponsorship benefits executed.

Signature \_\_\_\_\_ Date \_\_\_\_\_