



## Soar Higher 2006 Conference Sponsorship Packages and Benefits

The sponsorship packages have been designed with marketing and professional development return on investment in mind. The benefit-rich packages are designed so that a variety of organizations may participate at a level that fits their needs. If your company needs exposure to area leadership professionals, take a moment to review this package.

Most sponsorship packages include tickets to the conference, perhaps the most valuable benefit in the package. Each of the speakers have been chosen based on their ability as a professional speaker and expertise in their field. There is no greater professional development training value for a one-day conference in the region.

A sponsorship form is located on page 5 of this package.

<b>Target Audience</b>	Corporate or non-profit leaders or professionals on the leadership track	
<b>Date and Time</b>	Thursday, November 2, 2006 from 7:15 a.m. to 5:00 p.m. Booth setup begins at 4:00 p.m. on November 1	
<b>Location</b>	Embassy Suites, Rogers, Arkansas	
<b>Traffic</b>	We expect over 150 attendees who will have ample time between sessions to visit booths. Depending on level of sponsorship, sponsors will have exposure either by talking with attendees at their booths or through logo visibility through signing, advertising materials, and program. Some sponsorships give the sponsor the chance to introduce the speaker and gain additional exposure to the audience.	
<b>Schedule</b>	Registration	7:15 AM to 8:15 AM
	Morning General Session	8:15 AM to 9:15 AM
	Skill-BUILDER Session 1	9:30 AM to 10:30 AM
	Skill-BUILDER Session 2	10:45 AM to 11:45 AM
	Lunch General Session	11:55 AM to 12:45 PM
	Skill-BUILDER Session 3	1:00 PM to 2:00 PM
	Skill-BUILDER Session 4	2:15 PM to 3:15 PM
	Afternoon General Session	3:30 AM to 4:30 PM
	Author/Speaker Reception	4:30 PM to 5:00 PM
<b>Program Content</b>	Full program details with descriptions of programs and speakers are located at <a href="http://www.soarhigher.com/SH2006conference.htm">http://www.soarhigher.com/SH2006conference.htm</a>	

## Soar Higher 2006 Conference Sponsorship Matrix

Sponsorship Level	Cost	Booth or FP Ad	Tix	#Tix	Ad Pkg 1	Ad Pkg 2	Ad Pkg 3	Ad Pkg 4	Communication/ Entertainment Package	Fashion Show Package	Recording Value	Number of Recordings	Total Value	Added Value
Golden Eagle	\$7,500	\$500	\$3,180	20	\$2,350						\$1,500	20	\$7,530	1%
Great Black Hawk	\$5,000	\$500	\$1,590	10	\$2,350						\$750	10	\$5,190	4%
Black Falcon	\$2,500	\$500	\$954	6		\$950					\$225	3	\$2,629	6%
American Black Vulture	\$1,000	\$500	\$477	3			\$325				\$0		\$1,302	33%
American Kestrel	\$500	\$500	\$159	1				\$100			\$0		\$759	57%
Entertainment	\$350		\$159	1					\$300				\$459	31%
Fashion Show	\$0		\$0	0						\$850			\$850	
Billboard (2 months)	\$0		\$636	4		\$950							\$1,586	
Communication (2 months)	\$0		\$159	1					\$300				\$459	
Speaker/Sponsor Social	\$750	\$500	\$318	2				\$100			\$150	2	\$1,068	26%

### Description of Benefits

Cost	The cash or trade cost of each sponsorship level
Booth	10 x 10 booth at the event
FP Ad	Full-page black and white ad in the program that will be distributed to all attendees, sponsors, and speakers
Tix	Ticket to the full-day conference
#Tix	Number of tickets provided with each level of sponsorship
Ad Pkg 1	See specific details on page 4 for value. Includes large logo in all marketing materials, listing in program, logo on signing, logo on multimedia show between general sessions, recognition from stage during general session, ability to put items in goody bags, full-page ad in program, general session speaker presenter, breakout speaker presenter, signing outside breakout room.
Ad Pkg 2	See specific details on page 4 for value. Includes listing in program, medium logo in all marketing materials, logo on multimedia show before and after general sessions, ability to put items in goody bags, breakout speaker presenter, signing outside breakout room, 1/2-page ad in program, program advertising.
Ad Pkg 3	See specific details on page 4. Includes listing in Program, Items in goody bags, medium logo in all marketing materials, 1/4-page ad in program.
Ad Pkg 4	See specific details on page 4. Includes listing in program, items in goody bags.
Communication/ Entertainment Package	Includes listing in program, items in goody bags, medium logo in all marketing materials, recognition by entertainer.
Fashion Show Package	Includes listing in program, items in goody bags, 15 minutes in front of audience, 1/2-page ad in program
Recording Value	All eight breakout sessions will be digitally recorded at the conference and sold the day of the event. Some sponsorship packages include copies of recordings. They will be mailed once the compact disc (CD) copies are created.
Number of Recordings	The number of CDs that each sponsor will receive
Total Value	Total value of all benefits in the package

# Soar Higher 2006 Sponsorship Levels

<b>\$7,500</b>	<b>Golden Eagle</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$3,180	20 Tickets to the Conference
\$2,375	Advertising Package 1
\$2,250	20 Skill-BUILDER Session CDs
<b>\$7,530</b>	<b>Total Value</b>

<b>\$5,000</b>	<b>Great Black Hawk</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$1,590	10 Tickets to the Conference
\$2,375	Advertising Package 1
\$750	10 Skill-BUILDER Session CDs
<b>\$5,190</b>	<b>Total Value</b>

<b>\$2,500</b>	<b>Black Falcon</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$954	6 Tickets to the Conference
\$975	Advertising Package 2
\$375	3 Skill-BUILDER Session CDs
<b>\$2,629</b>	<b>Total Value</b>

<b>\$1,000</b>	<b>American Black Vulture</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$477	3 Tickets to the Conference
\$350	Advertising Package 3
<b>\$1,302</b>	<b>Total Value</b>

<b>\$500</b>	<b>American Kestrel</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$159	1 Ticket to the Conference
\$125	Advertising Package 4
<b>\$759</b>	<b>Total Value</b>

<b>\$350</b>	<b>Entertainment</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$159	1 Ticket to the Conference
\$300	Entertainment/Communication Advertising Package
<b>\$459</b>	<b>Total Value</b>

<b>\$0</b>	<b>Fashion Show</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$850	Fashion Show Advertising Package
<b>\$850</b>	<b>Total Value</b>

<b>\$0</b>	<b>Billboard (2 months)</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$636	4 Tickets to the Conference
\$975	Advertising Package 2
<b>\$1,586</b>	<b>Total Value</b>

<b>\$0</b>	<b>Communication (2 months)</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$159	1 Ticket to the Conference
\$300	Entertainment/Communication Advertising Package
<b>\$459</b>	<b>Total Value</b>

<b>\$750</b>	<b>Speaker/Sponsor Social</b>
<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$318	2 Tickets to the Conference
\$125	Advertising Package 4
\$150	2 Skill-BUILDER Session CDs
<b>\$943</b>	<b>Total Value</b>

\* Advertising package details on page 4

# Soar Higher 2006 Advertising Packages

## Advertising Package 1

\$200	Large Logo in All Marketing Materials
\$50	Listing in Program
\$200	Logo on Signing
\$100	Logo on Multimedia Show Between General Sessions
\$100	Recognition from Stage During General Session
\$50	Ability to Put Items in Goody Bags
\$500	Full-Page Ad in Program
\$750	General Session Speaker Introducer
\$350	Breakout Speaker Introducer
\$50	Signing Outside Breakout Room

**\$2,350 Total Value**

## Advertising Package 2

\$50	Listing in Program
\$100	Medium Logo in All Marketing Materials
\$100	Logo on Multimedia Show Before and After General Sessions
\$50	Ability to Put Items in Goody Bags
\$350	Breakout Speaker Introducer
\$50	Signing Outside Breakout Room
\$250	1/2-page Ad in Program

**\$950 Total Value**

## Advertising Package 3

\$50	Listing in Program
\$50	Ability to Put Items in Goody Bags
\$100	Medium Logo in All Marketing Materials
\$125	1/4-Page Ad in Program

**\$350 Total Value**

## Advertising Package 4

\$50	Listing in Program
\$50	Ability to Put Items in Goody Bags

**\$125 Total Value**

## Program Advertising

1/4 Page	\$125
1/2 Page	\$250
3/4 Page	\$375
Full Page	\$500

## Entertainment or Communication Sponsor

\$50	Listing in Program
\$0	Ability to Put Items in Goody Bags
\$100	Medium Logo in All Marketing Materials
\$150	Recognition by Entertainer (Entertainment Only)

**\$300 Total Value**

## Clothier and Image Consultant

\$50	Listing in Program
\$50	Ability to Put Items in Goody Bags
\$500	15 Minutes in Front of Audience
\$250	1/2-Page Ad in Program

**\$850 Total Value**

# Soar Higher 2006 Sponsorship Form

## Sponsorship Levels

- \$7,500 Golden Eagle
- \$5,000 Great Black Hawk
- \$2,500 Black Falcon
- \$1,000 American Black Vulture
- \$500 American Kestral
- \$350 Entertainment
- Other Amount \_\_\_\_\_

- Cash
- Trade

Trade Details \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Other Sponsor Levels

- \$0 Fashion Show
- \$0 Billboard (2 months)
- \$0 Communication (2 months)

Notes \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Sponsor Information

Company \_\_\_\_\_  
Representative \_\_\_\_\_  
Title \_\_\_\_\_  
Signature \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City, State, Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_

## Payment

- Check
- Cash
- Visa
- MasterCard
- American Express

If paying with credit card, fill out the information below.

Name on Card \_\_\_\_\_  
Credit Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

## Organization

Sold By \_\_\_\_\_ Date \_\_\_\_\_

Return form to Soar with Eagles, 1200 North Mallard Lane, Rogers, AR 72756 or fax to (480) 287-8022.  
Questions? Contact us as [carrie@soarhigher.com](mailto:carrie@soarhigher.com) or 479.636.7627