



## Soar Higher 2005 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 to exposure to area professionals in leadership, 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.

Target Audience	Corporate or non-profit leaders or professionals on the leadership track	
Date and Time	Tuesday, November 1, 2005 from 7:30 a.m. to 5:00 p.m. Booth setup begins at 4:00 p.m. on October 31, 2005 <b><i>Make the Most of Your Exhibit Booth seminar date to be announced soon</i></b>	
Location	Springdale Holiday Inn, Springdale, Arkansas	
Traffic	We expect 300 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.	
Schedule	Registration	7:30 AM to 8:30 AM
	Morning General Session	8:30 AM to 9:20 AM
	Skill-BUILDER Session 1	9:30 AM to 10:15 AM
	Skill-BUILDER Session 2	10:30 AM to 11:15 AM
	Lunch General Session	11:15 AM to 12:45 PM
	Skill-BUILDER Session 3	1:05 PM to 1:50 PM
	Skill-BUILDER Session 4	2:05 PM to 2:50 PM
	Afternoon General Session	3:05 AM to 4:10 PM
	Author/Speaker Reception	4:10 PM to 5:00 PM
Program Content	Full program details with descriptions of programs and speakers are located at <a href="http://www.soarhigher.com/Conference.htm">http://www.soarhigher.com/Conference.htm</a>	

## Soar Higher 2005 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	\$4,770	30	\$2,375						\$2,250	30	\$9,895	32%
Great Black Hawk	\$5,000	\$500	\$3,180	20	\$2,375						\$750	10	\$6,805	36%
Black Falcon	\$2,500	\$500	\$1,590	10		\$975					\$375	5	\$3,440	38%
American Black Vulture	\$1,000	\$500	\$477	3			\$350				\$0		\$1,327	33%
American Kestrel	\$500	\$500	\$159	1				\$125			\$0		\$784	57%
Entertainment	\$350		\$159	1					\$300				\$459	31%
Fashion Show	\$0		\$0	0						\$850			\$850	
Billboard (2 months)	\$0		\$636	4		\$975							\$1,611	
Communication (2 months)	\$0		\$159	1					\$300				\$459	
Speaker/Sponsor Social	\$850	\$500	\$318	2				\$125			\$150	2	\$1,093	1.29%

### 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 including light breakfast and lunch
#Tix:	Number of tickets provided with each level of sponsorship
Ad Pkg 1	See specific detail on page 4 for value. Includes large logo in all marketing materials, listing in program, logo on banner, logo on multimedia show between general sessions, recognition from stage during general session, items in goody bags, full-page ad in program, general session speaker presenter, breakout speaker presenter, signing outside breakout room, <i>Make the Most of Your Exhibit Booth</i> seminar.
Ad Pkg 2	See specific detail on page 4 for value. Includes listing in program, medium logo in all marketing materials, logo on multimedia show before and after general sessions, <b>items in goody bags, breakout speaker presenter, signing outside breakout room, 1/2-page ad in program, <i>Make the Most of Your Exhibit Booth</i> seminar, program advertising.</b>
Ad Pkg 3	See specific detail on page 4. Includes Listing in Program, Items in goody bags, <i>Make the Most of Your Exhibit Booth</i> seminar, <b>medium logo in all marketing materials, 1/4 page ad in program.</b>
Ad Pkg 4	See specific detail on page 4. Includes listing in program, items in goody bags, <i>Make the Most of Your Exhibit Booth</i> seminar.
Communication/ Entertainment Package	Includes listing in program, items in goody bags, medium logo in all marketing materials, <b>recognition by entertainer.</b>
<b>Fashion Show Package</b>	<b>Includes</b> 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 disk (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 2005 Sponsorship Levels

### **\$7,500 Golden Eagle**

<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$4,770	30 Tickets to the Conference
\$2,375	Advertising Package 1
\$2,250	30 Skill-Builder Session CDs
<b>\$9,895</b>	<b>Total Value</b>

### **\$5,000 Great Black Hawk**

<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
\$750	10 Skill-Builder Session CDs
<b>\$6,805</b>	<b>Total Value</b>

### **\$2,500 Black Falcon**

<b>Value</b>	<b>Sponsorship Benefits</b>
\$500	Booth or Full-Page Ad in Program
\$1,590	10 Tickets to the Conference
\$975	Advertising Package 2
\$375	5 Skill-Builder Session CDs
<b>\$3,440</b>	<b>Total Value</b>

### **\$1,000 American Black Vulture**

<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>\$1,327</b>	<b>Total Value</b>

### **\$500 American Kestrel**

<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>\$784</b>	<b>Total Value</b>

### **\$350 Entertainment**

<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>

### **\$0 Fashion Show**

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

### **\$0 Billboard (2 months)**

<b>Value</b>	<b>Sponsorship Benefits</b>
\$636	4 Tickets to the Conference
\$975	Advertising Package 2
<b>\$1,611</b>	<b>Total Value</b>

### **\$0 Communication (2 months)**

<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>

### **\$850 Speaker/Sponsor Social**

<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>\$1,093</b>	<b>Total Value</b>

\* Advertising package details on page 4

# Soar Higher 2005 Advertising Packages

## Advertising Package 1

\$200	Large Logo in All Marketing Materials
\$50	Listing in Program
\$200	Logo on Banner
\$100	Logo on Multimedia Show between General Sessions
\$100	Recognition from Stage During General Session
\$50	Items in goody bags
\$500	Full-page ad in program
\$750	General Session Speaker Presenter
\$350	Breakout Speaker Presenter
\$50	Signing Outside Breakout Room
\$25	Make the Most of Your Exhibit Booth Seminar
<b>\$2,375</b>	<b>Total Value</b>

## 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	Items in goody bags
\$350	Breakout Speaker Presenter
\$50	Signing Outside Breakout Room
\$250	1/2-page ad in program
\$25	Make the Most of Your Exhibit Booth Seminar
<b>\$975</b>	<b>Total Value</b>

## Advertising Package 3

\$50	Listing in Program
\$50	Items in goody bags
\$25	Make the Most of Your Exhibit Booth Seminar
\$100	Medium Logo in All Marketing Materials
\$125	1/4 Page Ad in Program
<b>\$350</b>	<b>Total Value</b>

## Advertising Package 4

\$50	Listing in Program
\$50	Items in goody bags
\$25	Make the Most of Your Exhibit Booth Seminar
<b>\$125</b>	<b>Total Value</b>

## 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	Items in goody bags
\$100	Medium Logo in All Marketing Materials
\$150	Recognition by Entertainer (entertainment only)
<b>\$300</b>	<b>Total Value</b>

## Clothier and Image Consultant

\$50	Listing in Program
\$50	Items in goody bags
\$500	15 minutes in front of audience
\$250	1/2 Page Ad in Program
<b>\$850</b>	<b>Total Value</b>

# Soar Higher 2005 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
- \$850 Speaker/Sponsor Social
- 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  
Questions? Contact us as [carrie@soarhigher.com](mailto:carrie@soarhigher.com) or 479.636.7627