



**Pinehurst Resort, Pinehurst NC  
April 3-4, 2012**

## **SPONSORSHIP PACKET**

**SPECIAL NOTE:** NCDBA Exhibitor and Sponsor Pre-Function Meeting  
Pinehurst Resort, Pinehurst NC  
February 29, 2012  
9:30 am – 11:00 am

A company securing a sponsorship package by February 15, 2012  
will receive an invitation to the  
NCDBA Exhibitor and Sponsor Pre-Function Meeting.  
The meeting will provide an opportunity to meet exhibitors, sponsors, resort staff  
and provide for Q&A to help your company  
experience successful results at the NCDBA Expo and Symposium.



Please complete the sponsorship form or contact the NCDBA if you are interested in becoming a sponsor for the upcoming NCDBA Symposium and Expo Sponsorship Packet

<b>EXPO EVENT SPONSORS</b>	<b>PRESENTING</b>	<b>MAJOR</b>	<b>PLATINUM</b>	<b>DIAMOND</b>	<b>SILVER</b>
Podium time by your company representative at breakfast and lunch events	<b>ALL EVENTS</b>	<b>ONE EVENT</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>
Podium Recognition by Emcee at each function event	✓	✓	✓	✓	✓
Logo Recognition on all Event Signage	✓	✓	✓	✓	Name Recognition
Ad in Event Program	Predominant Placement	Full	½ Page	¼ Page	Company Name in Group Thank you Page
Logo displayed on screen at breakfast and lunch events	✓	✓	✓	✓	Name Recognition
News release announcing sponsorship	✓	✓	✓	✓	✓
CD containing all exhibitor and attendee contact information	✓	✓	✓	✓	✓
Logo Recognition in Event Program	✓	✓	✓	✓	Name Recognition

Company Name in Group Thank You Page in Event Program	✓	✓	✓	✓	✓
Logo recognition on event registration badges	✓	NA	NA	NA	NA
Logo displayed on table tents at breakfast and luncheon events	✓	✓	NA	NA	NA
Bag Insert Sponsor Benefits (see below)	✓	✓	NA	NA	NA
Golf Hole Sponsor	✓	✓	✓	NA	NA
Registration for NCDDBA Golf Outing	FOURSOME	2 PLAYERS	1 PLAYER	NA	NA
Sponsorship mentions on the event registration thank you page	✓	✓	NA	NA	NA
Sponsorship recognition in attendee confirmation emails	✓	✓	NA	NA	NA
Sponsorship mentions in newsletter and marketing efforts	✓	✓	✓	✓	✓
Designated Head Table Seating for One Representative from your Company	✓	✓	NA	NA	NA
Complimentary tickets to breakfast and luncheon functions during the expo	8 registrants per event	4 registrants per event	3 registrants per event	2 registrants per event	1 registrant per event
Sponsorship Investment	\$7500	\$5000	\$2000	\$1000	\$500

OTHER SPONSORSHIP OPPORTUNITIES	BENEFIT	INVESTMENT
<p align="center"><b>CHAIRMAN RECEPTION SPONSOR APRIL 3, 2012</b></p>	<ul style="list-style-type: none"> <li>• Logo recognition on napkins used at the reception</li> <li>• Half page ad in Event Program</li> <li>• Podium time to “kick off” reception</li> <li>• Signage recognition at reception</li> <li>• Designated seating at breakfast and luncheon functions for one company representative</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$3000</p>
<p align="center"><b>LANYARDS SPONSOR</b></p>	<ul style="list-style-type: none"> <li>• 1 inch lanyards with company logo provided to all attendees of expo</li> <li>• Half page ad in Event Program</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$2000</p>
<p align="center"><b>ROOM KEY SPONSOR FOR EXPO ATTENDEES</b></p>	<ul style="list-style-type: none"> <li>• Logo recognition on room keys used for expo attendees</li> <li>• Half page ad in Event Program</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$1500</p>
<p align="center"><b>PORTABLE MEDIA SPONSOR</b></p>	<ul style="list-style-type: none"> <li>• Logo recognition on CD provided to exhibitors and eligible sponsors</li> <li>• Ad included in CD material</li> <li>• Half page ad in Event Program</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$3000</p>

<p align="center"><b>BAG INSERT SPONSOR</b></p>	<ul style="list-style-type: none"> <li>• One insert no larger than 8 ½ x 11 to be included in event tote bag and distributed to all attendees of the expo</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$350</p>
<p align="center"><b>GOLF EVENT SPONSOR APRIL 2, 2012</b></p> <p align="center">(A PORTION OF THE PROCEEDS FROM THE GOLF TOURNAMENT WILL BE DONATED TO SUPPORT SOLDIERS AND MARINES AT FORT BRAGG AND CAMP LEJEUNE)</p>	<ul style="list-style-type: none"> <li>• Recognition as a Major Sponsor for the NCDBA Golf Tournament</li> <li>• Recognition as a Golf Reception Sponsor – (reception following tournament)</li> <li>• Half page ad in Event Program</li> <li>• Logo recognition on all Golf Event material</li> <li>• Podium time to “kick off” golf tournament</li> <li>• Registration for 4 golfers</li> <li>• Designation as golf hole sponsor</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$5000</p>
<p align="center"><b>TOURNAMENT GOLF BALL SPONSOR APRIL 2, 2012</b></p>	<ul style="list-style-type: none"> <li>• Logo placement on tournament balls along with Pinehurst logo</li> <li>• Each player will receive a tournament golf ball sleeve</li> <li>• Registration for 2 golfers</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$3000</p>
<p align="center"><b>GOLF HOLE SPONSOR APRIL 2, 2012</b></p>	<ul style="list-style-type: none"> <li>• Logo recognition on signage (18” X 24”) at designated hole</li> <li>• Company Name in Group Thank You Page in Event Program</li> <li>• News release announcing sponsorship</li> </ul>	<p align="center">\$200</p>



A payment for at least 1/2 of the total cost of sponsorship must accompany application. Final payment must be received by February 15, 2012

\_\_\_\_\_ Yes I would like to sponsor this event – Indicate your preference below:

Check Box	Sponsorship	Availability	Investment
	Presenting	Limit of 2	\$7500
	Major	Limit of 4	\$5000
	Platinum	Limited	\$2000
	Diamond	Limited	\$1000
	Silver	Limited	\$500
	Chairman Reception	Limit of 2	\$3000
	Lanyards	Limit of 1	\$2000
	Room Key	Limit of 1	\$1500
	Flash Drive	Limit of 1	\$3000
	Bag Insert	Limited	\$350
	Golf Event	Limit of 2	\$5000
	Tournament Golf Ball	Limit of 1	\$3000
	Golf Hole	Limited	\$200

Total Sponsorship Investment: \$ \_\_\_\_\_

Discount (*NCDDBA Members Receive 10% discount off total sponsorship investment if received by February 24, 2012*): \$ \_\_\_\_\_

Total Due: \$ \_\_\_\_\_



Please initial beside of each item indicating you have read and understand the information provided.

\_\_\_\_\_ I have the authority to sign this agreement on behalf of the organization listed above.

\_\_\_\_\_ My organization has read and agrees to all information contained in this document and agree to the benefits of the sponsorship selected.

\_\_\_\_\_ My organization agrees that, to the fullest extent permitted by law, the total liability to the Organization of (a) the NCDDBA, (b) the employees and members of the NCDDBA, and (c) all organizations and individuals employed by the NCDDBA, for any and all injuries, claims, losses, expenses, or damages arising out of this agreement, from any cause or causes, shall not exceed the greater of \$100.00 or the total amount paid by the Organization to the NCDDBA under this agreement. Such claims include, but are not limited to, the negligence, errors, omissions, strict liability, breach of contract or breach of warranty by the NCDDBA. In no event shall the NCDDBA be liable for any indirect, incidental or consequential damages, including personal injuries, property damage, or limitation lost profits, whether grounded in tort (including negligence), strict liability or contract.

\_\_\_\_\_ My organization agrees that cancellations of sponsorship received by January 31, 2012 will receive a refund, minus a \$50 processing fee.

\_\_\_\_\_ My organization agrees that a 20% processing fee will be charged for all cancellations of sponsorships received after January 31, 2012.

\_\_\_\_\_ My organization agrees to abide by the cooperative purpose and rules of the show as set by the NCDDBA.

\_\_\_\_\_ My organization's signature below and acceptance of this registration by the NCDDBA, converts this document into a contract for sponsorship.

Agreed to and accepted this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Signature \_\_\_\_\_



\_\_\_\_ Provide Invoice      \_\_\_\_ Check Enclosed

Organization \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

MasterCard       Visa       American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code (on back of card) \_\_\_\_\_

Cardholder's Name \_\_\_\_\_  
(Exactly as it appears on card – PLEASE PRINT)

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Contact: Brittney Allen at [ballen@ncdba.com](mailto:ballen@ncdba.com) or (910)307-3059 - FAX to 888-258-5122

