

# SPONSORSHIP OPPORTUNITIES

Sponsorships are an extremely effective way to maximize your company's exposure.

## As a sponsor you will:

- Reach an expected target audience of 2000+ attendees and unlimited exposure in WCA email blast
- Increase awareness of your company's products and services
- Gain access to Industry decision-makers
- Be recognized as key sponsors of the 28th Annual Conference in Las Vegas

## All Sponsorships include the following benefits:

- Acknowledgement in onsite program guide
- Sponsor logo on WCWA conference Web site page
- Acknowledgement on Sponsor "Thank You" signage onsite
- Recognition in the post convention communications
- One email blast to WCA membership (2 if you are exhibiting)
- Post Attendee Mailing List (sent after Conference as an electronic file)
- Free entry to education session based on sponsor level:
  - 1 free entry for \$5,000 to \$15,000 and 3 free entries for \$15,000 and above
- 5 (five) Two Day exhibit hall passes for \$1,500 to \$5,000 sponsor level, 10 (ten) Two Day exhibit hall passes for \$5,500 and above sponsor

## \*\*AVAILABLE AS IN KIND SPONSORSHIPS\*\*

- **Flash Drive - Handout Sponsor \$6,500 (1) (exact cost of item) (3 day attendees only – approximately 400)\*\***

Get ahead of the technology curve and offer a 2GB USB flash drive containing session handout materials and your company information. Your logo will be printed on the case of the flash drive. Your company name and logo will be prominently displayed with a link to your website. Give attendees something they can use long after the conference is over.

- **Tote Bags \$5,500 (1) 2,000+ attendees\*\***

Let the attendees do the marketing for you! That's right! Your company name and logo will be prominently displayed on each tote bag that attendees will be carrying during conference. (Name/Logo on tote bags)

- **Leadership Speaker \$15,000 Exclusive, (Includes 2 10x10 complimentary booths – if booth selection is currently made and paid for booth fee will be applied towards exclusive sponsorship) (up to 6 co-sponsors \$ 5,000) (unlimited co-sponsor \$ 2,500)**

What better way to promote your company than to have your logo spotlighted on the walls of the room where the Education session will be held. The leadership session is the most well attended sessions at the conference. Give your company the leading edge with promo slide show during breaks. \*Opportunity to make opening remarks or have a representative introduce the speaker.

- **Pad folio \$3,500 (1) (3 day attendees only – approximately 400)\*\***

How many notes does a person take when they are attending a conference? Find out by putting your company name and logo along with WCA logo on the cover of the padfolio each attendee will receive with their registration.

- **Breakfast \$7,500 Exclusive or (up to 4 co-sponsors \$2,500) Includes 1 10x10 complimentary booth**

Sponsor a breakfast for the day and have your company name/logo prominently displayed.

- **Lunch on the Tradeshow Floor \$7,500 Exclusive or (up to 4 co-sponsors \$ 2,500) Includes (1) 10x10 complimentary booth for exclusive sponsorship only**

Sponsor a lunch for the day and have your company name/logo prominently displayed.

- **"SAVE THE DATE for 2010" Sponsor \$3,500 (1)**

Sponsor a "SAVE THE DATE" gift to promote the 2010 29th Annual Conference. Company name and logo will be on the gift - handed out during registration check in at this year's convention.

- **Welcome Reception \$8,500 (1) Includes (1) 10x10 complimentary booth**

To kick off WCA's Annual Conference, sponsor the welcome reception on Monday, October 5, from 4:30 p.m. - 6:00 p.m. Have your company name/logo displayed on the buffet tables and on signage.

- **Welcome Gift or Turn Down Amenity \$1,200 (4)**

Attendees will be surprised when they walk in their room and find a Goodie from you. Make sure you tell them to visit you at your booth during the show. (you provide item, we get it to attendees, must have one for each pre-registered attendee. Limit of 2 items per sponsor i.e.: keychain, chocolate & your business card or flyer)

- **Lanyards or Name Badge Holder \$4,500\*\***

What better way to have your company name/logo stand out than to have the lanyards or name badge holder worn everywhere by convention attendees.

- **Pens \$3,000 (1)\*\***

Have your company name be seen all over convention and long remembered after. Attendees will be sure to keep this pen. (Name/Logo on pen)

- **Brain Break Sponsor \$2,500 (1)**

Sponsor the education break on Monday afternoon October 5. Have company name/logo displayed on buffet tables and on signage.

- **Walking Break Sponsor \$5,000 (2)**

Sponsor the tradeshow floor break on Tuesday, October 6 or Wednesday, October 7. Have company name/logo displayed on buffet tables and on signage.

- **Nuts & Bolts Sponsor \$1,500 (6)**

Sponsor an education session of "Nuts & Bolts" in the Exhibit Hall. Have your company and booth information up over the education location in the Exhibit Hall so everyone can see.

# SPONSORSHIP OPPORTUNITIES FORM

Western Carwash Association  
28th Annual Convention & Trade Show  
October 5 – 6, 2009  
MGM Grand Las Vegas, NV

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

Sponsorships are an extremely effective way to maximize your company's exposure.

Questions regarding sponsorship contact Carolyn Tienken, CMP at: (916) 235-4135 or email: carolynt@wcwa.org.

## SPONSORSHIP - (Please check item and if more than one amount circle the amount or In-kind)

- |   |                               |   |                    |
|---|-------------------------------|---|--------------------|
| <input type="checkbox"/> Flash Drive        | \$6,500 or In-kind            | <input type="checkbox"/> Welcome Reception    | \$8,500            |
| <input type="checkbox"/> Tote Bags          | \$5,500 or In-kind            | <input type="checkbox"/> Welcome Gift/Amenity | \$1,200            |
| <input type="checkbox"/> Leadership Speaker | \$15,000 exclusive or \$5,000 | <input type="checkbox"/> Lanyard/Badge Holder | \$4,500 or In-kind |
| <input type="checkbox"/> Pad Folio          | \$3,500 or In-kind            | <input type="checkbox"/> Pens                 | \$3,000 or In-kind |
| <input type="checkbox"/> Breakfast          | \$7,500 exclusive or \$2,500  | <input type="checkbox"/> Brain Break          | \$2,500            |
| <input type="checkbox"/> Lunch              | \$7,500 exclusive or \$2,500  | <input type="checkbox"/> Walking Break        | \$5,000            |
| <input type="checkbox"/> Postcard 2010      | \$2,500                       | <input type="checkbox"/> Nuts & Bolts         | \$1,500            |

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If you have products or merchandise in the areas we are seeking sponsorship and you would rather donate these items, we will honor your in-kind sponsorships according to the value of the sponsorship/donation. If you would rather take on the cost to produce the requested item and include the WCA logo, this too will be considered an in-kind sponsorship. All sponsorships (monetary and in-kind) receive sponsorship recognition. All in-kind sponsorship items are subject to approval.

## PAYMENT INFORMATION

Make check payable to: **Western Carwash Association**

Please √ form of payment:  Check  Visa  Master Card  AMEX  Discover Card  In-kind

Amount \$ \_\_\_\_\_ (GL 4755-100)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Name as it appears on Credit Card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature: \_\_\_\_\_ WCA Membership ID# \_\_\_\_\_