

2012

IT'S ALL ABOUT YOU!

Dear Sponsor,

We are pleased to announce the 2012 NJ Governor's Conference for Women, scheduled for Tuesday, May 8, 2012 at the Atlantic City Convention Center in Atlantic City. We also hope you can join us for a Welcome Reception on May 7 from 5:30p.m. to 7:30p.m. at the Sheraton Atlantic City Convention Center Hotel's Crown Ballroom as well as our Dessert Reception from 9:00p.m. to 11:00p.m.

More than 1,500 people attended the 2011 Women's Conference, and we expect to surpass that number in 2012!

We have several sponsorship packages that provide visibility for your organization:

- Advertisement in the 2012 Conference Program Book
- Inclusion of your company's materials in the Conference Bag giveaway
- Prominently displayed signage thanking you for your support
- Complimentary Conference admission tickets

Sponsorship offers extra publicity for your company by having your name and logo prominently displayed throughout the Conference and by having your own materials placed directly into the hands of attendees.

Please review the attached sponsorship package and contact Stacy Spera at 609-292-9801 to confirm sponsorship availability. The deadline for returning all logos, ads and other material is April 2, 2012.

Thank you for your consideration. Your support will ensure the success of the NJ Governor's Conference for Women while providing you with increased visibility before our audience of dynamic women leaders.

Sincerely,



Gail Gordon
Chairperson
Sponsorship Committee

Premier Sponsor: \$25,000 (limit 1)

- Designated Corporate Representative will serve as Honorary Co-Chairperson and be provided with opportunity to welcome Conference participants at major conference event
- Inclusion of company NAME & LOGO on Conference Bag
- Full-page, back cover or inside back cover color DISPLAY AD in Conference Program Book
- NAME and LOGO on signage
- Company LOGO displayed on stage in Hall A
- Display table in "Premier" location
- 15 Conference admission TICKETS
- 15 TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Platinum Sponsor: \$15,000 (limit 2)

- Display of company LOGO & Conference logo on t-shirts/water bottles/umbrellas/lunch bags, note pads
- Choice of one underwriting opportunity at \$5k level
- Full-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Ten Conference admission TICKETS
- Ten TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Breakfast & Health Walk Sponsor:

\$10,000 **NEW!**

- Display of company LOGO on Breakfast tables
- Full-page color DISPLAY AD in Conference Program Book
- Corporate executive will host morning "Health Walk" along with Dr. Ian Smith from TV's *Celebrity Fit Club*.
- Logo on "Health Walk" printed materials
- Company LOGO on Breakfast signage
- One full table at Breakfast for non-Conference participants for ten persons (*designated tickets will be issued*)
- Eight Conference admission TICKETS
- Eight TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Gold Keynote Luncheon Sponsor: \$10,000

- Display of company LOGO on Luncheon tables
- Full-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- One full table at Luncheon for non-Conference participants for ten persons (*designated tickets will be issued*)
- Eight Conference admission TICKETS
- Eight TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Lanyard Name Badge Sponsor: \$5,000 (limit 1)

- LOGO on Conference lanyard badge holder
- Half-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Health Fair Sponsor: \$5,000

- Display of company LOGO at the Health Fair
- Half-page DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Welcome Reception Sponsor: \$5,000

- Display of company LOGO at the Welcome Reception
- Half-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Dessert Reception Sponsor: \$5,000 **NEW!**

- After Welcome Reception all on May 7, 2012 all conference participants will close the evening with gala dessert reception. Event will feature a lively presentation from Dr. Ian Smith of TV's *Celebrity Fit Club*.
- Display of company LOGO at the Dessert Reception
- Half-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Breakfast Sponsor: \$5,000

- Display of company LOGO at the Continental Breakfast
- Half-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Parking Sponsor: \$5,000

- Display of company LOGO at entrances to the Convention Center
- Half-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Five Conference admission TICKETS
- Five TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Internet Lounge Sponsor: \$3,000

- Display of company LOGO at Internet Lounge
- Quarter-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Three Conference admission TICKETS
- Three TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Hospitality Sponsor: \$3,000

- Display of company LOGO on beverage/coffee stations located on the 4th floor of the Convention Center
- Quarter-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Three Conference admission TICKETS
- Three TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Podcast Sponsor: \$3,000

- Display of company LOGO on Conference Web Site advertising the Podcast
- Quarter-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Three Conference admission TICKETS
- Three TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Caricature Artist Sponsor: \$3,000

- Quarter-page color DISPLAY AD in Conference Program Book
- Company LOGO on signage
- Three Conference admission TICKETS
- Three TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

General Sponsor: \$2,500

- Quarter-page color DISPLAY AD in Conference Program Book
- Two Conference admission TICKETS
- Two TICKETS to Welcome Reception & Dessert Reception
- Distribution of COMPANY LITERATURE with Conference materials

Patron Sponsor: \$1,000

- Two Conference admission TICKETS
- Two TICKETS to Welcome Reception & Dessert Reception
- Name printed in Conference Program Book

Conference Book Ads:

- Full Page: \$500.00
- Half Page: \$250.00
- Quarter Page: \$125.00

Business Directory Listing: \$50.00

- Black and white image of your company's BUSINESS CARD on handout
- Handout will be distributed to all attendees inside Conference Bag

To become a sponsor of the 2012 NJ Governor's Conference for Women, please contact:
Stacy Spera at 609-292-9801

Make checks payable to

NJ Governor's Conference for Women
and return to:

NJ Governor's Conference for Women
P.O. Box 18550 • Trenton, NJ 08650-2085



Sponsorship Registration Form

Must receive commitment, logo, and ad for all sponsorships by April 2, 2012

Organization: _____

Contact Name/Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Check the box if you require a vegetarian meal Do you require special accommodations? If so, what?: _____

PLEASE INDICATE SPONSORSHIP LEVEL:			
<input type="checkbox"/> Premier	\$25,000	<input type="checkbox"/> Breakfast	\$5,000
<input type="checkbox"/> Platinum	\$15,000	<input type="checkbox"/> Parking	\$5,000
<input type="checkbox"/> Breakfast/Health Walk	\$10,000	<input type="checkbox"/> Internet	\$3,000
<input type="checkbox"/> Gold Keynote	\$10,000	<input type="checkbox"/> Hospitality	\$3,000
<input type="checkbox"/> Lanyard	\$5,000	<input type="checkbox"/> Podcast	\$3,000
<input type="checkbox"/> Health Fair	\$5,000	<input type="checkbox"/> Caricature	\$3,000
<input type="checkbox"/> Welcome Reception	\$5,000	<input type="checkbox"/> General	\$2,500
<input type="checkbox"/> Dessert Reception	\$5,000	<input type="checkbox"/> Patron	\$1,000

CONFERENCE BOOK ADS	
<input type="checkbox"/> Full Page	\$500
<input type="checkbox"/> Half Page	\$250
<input type="checkbox"/> Quarter Page	\$125
BUSINESS DIRECTORY LISTING	
<input type="checkbox"/> Business Card	\$50

AMOUNT ENCLOSED: \$ _____

ATTENDEES (Please type or print name and title of individuals attending):

Name	Title	Attending 5/7 Welcome Reception	Attending 5/7 Dessert Reception	Attending 5/8 Luncheon Reception
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Conference tickets can be purchased for \$99 each if registered by March 23, 2012. After March 23, 2012 (and before May 1, 2012) tickets are \$125.00. Onsite registration will be available at a cost of \$150. Online registration will close May 1, 2012 at 4 p.m.

Additional Tickets Needed: _____ Amount Enclosed: \$ _____

Make checks* payable to **NJ Governor's Conference for Women** and return to:
 NJ Governor's Conference for Women • P.O. Box 18550 • Trenton, NJ 08650-2085

Sponsors wishing to include materials in our official Women's Conference bag should send them to:
If using UPS/FedEx: NJHMFA • ATTN: Joseph Kuzemka • 637 South Clinton Ave. • Trenton, NJ 08611
If using US Postal Service: NJHMFA • ATTN: Joseph Kuzemka • P.O. Box 18550 • Trenton, NJ 08650
ALL MATERIALS MUST BE RECEIVED BY April 2, 2012.

**Please note there is a \$35.00 fee for checks returned for insufficient funds.*

For more information, please contact: Stacy Spera at 609-292-9801 or sspera@dca.state.nj.us

Please send Program Book Ads, Logos, and Business Cards for the Business Directory Listing to Joseph Kuzemka at the New Jersey Housing and Mortgage Finance Agency by April 2, 2012:

Email: jkuzemka@njhmf.state.nj.us

Mailing Address: 637 South Clinton Avenue, Trenton, New Jersey 08611

Size Specifications for Program Book

Full Page Ad: 6.75"w x 9.5"h

Half Page Ad: 6.75"w x 4.625"h

Quarter Page Ad: 3.25"w x 4.625"h

Color Specifications for Program Book

Full Color

Format Specifications

- **ADS:** All ads must be supplied in high resolution JPG, TIF or PDF format
**If ads cannot be in the format mentioned above, only company logo will be displayed in the space.*
- **LOGOS:** The company logo must be submitted as an Illustrator EPS file.
- **BUSINESS CARDS:** If supplying a scan of your card for the Business Directory Listing, please be sure to set your scanner settings at 100% (actual size), and set the resolution to 300dpi (dots per inch). You may save the file as a TIF, JPEG, or PDF. If you do not have the capability to scan the card yourself, you may send a hard copy to Joseph Kuzemka at the address above.

By submitting this form, I certify payment for \$ _____

Questions?

For any questions regarding ad specs, please contact:
Joseph Kuzemka at 609-278-7515