

B&CMA SPONSORSHIP OPPORTUNITIES



B & CMA

84th Annual Technical Conference ***Racing to the Future*** **September 20 - 23, 2009** **The Embassy Suites Charlotte-Concord** **Concord, North Carolina**

All eyes will be on you at the B&CMA Technical Conference when you become a sponsor. From a sponsor listing in our program which is mailed to our entire membership database, to your company name prominently displayed on signage, to your company name placed on items handed out to every attendee, there are many opportunities to choose from. Your sponsorship also helps support the educational mission of the Technical Conference and aids B&CMA tremendously in funding the conference program.

We are offering **four sponsorship types** that will let you select the right opportunity for your company - Golf Hole Sponsor, Opening Reception Sponsor, Event Sponsor, and *A Night at the Racetrack* Sponsor. ***If we receive your commitment of Sponsorship by May 18, 2009 we will list your company in the Initial Announcement that will be mailed in May. To sign up, see the Sponsorship Form.***

1) Golf Hole Sponsor - - fee: \$300

EARLY DEADLINE TO BE LISTED IN THE INITIAL ANNOUNCEMENT: Monday, May 18, 2009

LATE DEADLINE TO BE LISTED IN THE FINAL PROGRAM: Friday, July 17, 2009



The Golf Outing always draws a crowd. The Outing will include continental breakfast and a box lunch. Your Golf Hole Sponsorship enables the B&CMA to arrange bus transportation to and from the course and to purchase prizes and signage. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name on signage at the golf outing
4. Your company name on the General Sponsors banner
5. A link on our website

2) Opening Reception Sponsor - - fee: \$300

EARLY DEADLINE TO BE LISTED IN THE INITIAL ANNOUNCEMENT: Monday, May 18, 2009

LATE DEADLINE TO BE LISTED IN THE FINAL PROGRAM: Friday, July 17, 2009

The Sunday evening Opening Reception kicks off the Technical Conference with hors d'oeuvres and cocktails. This networking event is always well attended. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name on the opening reception sponsors signage
4. Your company name on the General Sponsors banner
5. A link on our website

3) Event Sponsorships

EARLY DEADLINE TO BE LISTED IN THE INITIAL ANNOUNCEMENT: Monday, May 18, 2009

LATE DEADLINE TO BE LISTED IN THE FINAL PROGRAM: Friday, July 17, 2009

Event Sponsorship will allow your company to be exclusively listed as the only sponsor of your chosen event. This is a great opportunity to get your company name out in front of all the attendees.

A) Monday Luncheon – fee: \$7000

This sponsorship covers an informal lunch for all attendees to catch up with their colleagues. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program and by the description of the Luncheon in the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name on the signage at the Luncheon
4. Your company name listed on the General Sponsors banner
5. A link on our website

B) Coffee and Soft Drink Refreshment Breaks

Monday:

- 1) 7:45 - 9 am (before General Session) - fee: \$2,000 – **SOLD!**
- 2) 10:15 - 10:45 am (morning break) - fee: \$1,000
- 3) 2:30 - 3:00 pm (afternoon break) - fee: \$1,000

Tuesday:

- 4) 7:30 - 8 am (before breakout sessions) - fee: \$1,500
- 5) 9:30 – 9:45 am (first morning break) - fee: - \$500
- 6) 11:15 – 11:30 am (second morning break) - fee: \$500



Each station includes coffee, decaffeinated coffee, tea and soft drinks. This is a prime networking time for members. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program and by the break listing in the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name on the signage at the coffee and soft drink station
4. Your company name listed on the General Sponsors banner
5. A link on our website

C) Tote Bag Sponsorship -- fee: \$2,000 – SOLD!

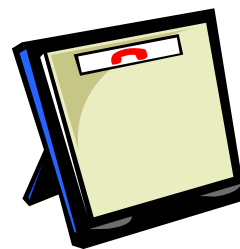
Attendees will receive their Technical Conference literature at registration in an eco-friendly tote bag inscribed with you logo. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name with logo imprinted on the tote bag
4. Your company name on the General Sponsors banner
5. A link on our website

D) Pad Holder Sponsorship -- fee: \$3,000 – SOLD!

A pad holder with a lined pad given to each attendee will be highly visible at the conference and a keepsake for attendees to take home. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name with logo on the Pad Holder
4. Your company name listed on the General Sponsors banner
5. A link on our website



E) Bottled Water Sponsorship -- fee: \$1,200 – SOLD!

Individual bottles of water will be offered to attendees at breaks with your company's logo. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program (Deadline: Friday, July 17, 2009)
3. Your company name with logo on water bottles
4. Your company name listed on the General Sponsors banner
5. A link on our website

F) Golf Sponsorship Options

1. **Continental Breakfast - fee: \$1,000**
2. **Lunch - fee: \$3,000**
3. **Beverage Cart - fee: \$2,000 – SOLD!**

Add extra impact to a Golf Sponsorship by going one step further and sponsoring a specific golf item. Your company name will be sure to stand out. Your company recognition:

1. Your company name listed on the Initial Announcement (Deadline: Monday, May 18, 2009)
2. Your company name listed on the Final Program and in the golf information paragraph in the Final Program (Deadline: Friday, July 17, 2009)
3. A sign by the item sponsored at the outing
4. Your company name listed on the General Sponsors banner
5. A link on our website



4) A Night at the Racetrack – B&CMA & SFA Joint Event

Please see the additional flyer in this packet for information on sponsoring this special joint B&CMA & SFA (Snack Food Association) NASCAR event held at *Lowe's Motor Speedway* **Monday night, September 21, 2009.**