

Women in Business LUNCHEON

SPONSORSHIP OPPORTUNITIES

Thursday, December 1, 2011
Chase Center on the Riverfront

**DELAWARE
TODAY[®]**



Delaware Today's annual Women in Business event has become one of the most highly anticipated pre-holiday events in the market. This powerhouse luncheon will be held at the Chase Center on the Riverfront, where the highlights include an iconic keynote speaker and the honoring of the women profiled in the magazine's December issue "Women in Business" feature. These women are recognized for their distinctive accomplishments. There will also be a brief time at the beginning and end for networking and exchanging business cards.



DR. BETTY CAFFO
WILMINGTON UNIVERSITY PROVOST

Keynote Speaker

The highlight of this year's event will be motivational and inspirational speaker, Dr. Betty Caffo. As the first woman to hold the title of Provost, Dr. Caffo's leadership at Wilmington University has been key to the continued growth and success of the institution. Known for setting the bar high in a continual pursuit of excellence, Dr. Caffo's personal integrity and compassionate support for faculty, staff, and students throughout the organization have earned her respect and admiration from her colleagues. As Provost, she has helped to implement many critical University projects.

Audience

Between 400 and 500 guests are anticipated. The crowd is predominately local women business owners and corporate executives. Cost of attendance will be \$35 per person which includes lunch.

Promotion

Delaware Today engages in extensive promotion for this event. The word is spread through local business organizations and networks, as well as radio, print, and direct mail advertising:

- Ads in October, November, and December issues of *Delaware Today Magazine*
- Notices on Delawaretoday.com
- Ads in *Out & About*
- Ads in *News Journal*
- Ads in other publications
- Commercials on radio
- Postcards
- Other web sites

Your business can be included in many of these!
(first deadline – for Delaware Today October issue – August 16th)

\$3,500 SPONSOR

Print benefits:

- Logo recognition as a sponsor on event promotional materials such as:
 - Promotional ads in Delaware Today (September-December).
 - Event program.
 - All print advertising in newspapers and magazines.
 - Posters, invitation postcards.
- 1/3-page color ad in the December issue of Delaware Today.

On-site benefits:

- Prime space for banner displayed at event.
- Emcee recognition during event.
- Booth space at a premium location to display products or services at event.
- Opportunity to include product samples and brochures in guests' gift bags.

Interactive benefits:

- E-mail blasts: Tag line with logo and link to company website.
- Prominent logo inclusion on event web page.
- Customized message on ticket order form auto response thank you and acknowledgement page.

Direct marketing:

- One-time use of database of attendees.

Other benefits:

- Mentioned as sponsor on radio commercials.
- PowerPoint slide to be shown throughout luncheon.
- 8 Person table at the luncheon.

Please complete the sign-up form to confirm your participation.

\$1,800 SPONSOR

Print benefits:

- Logo recognition as a sponsor on event promotional materials such as:
 - Promotional ads in Delaware Today (September-December).
 - Event program.
 - All print advertising in newspapers and magazines.
 - Posters, invitation postcards.
- 1/6-page color ad in the December issue of Delaware Today.

On-site benefits:

- Space for banner displayed at event.
- Emcee recognition during event.
- Booth space to display products or services at event.
- Opportunity to include product samples and brochures in guests' gift bags.

Interactive benefits:

- Logo recognition on event web page on delawaretoday.com

Direct marketing:

- One-time use of database of attendees.

Other benefits:

- PowerPoint slide to be shown throughout luncheon.
- 4 Tickets to the luncheon.

Please complete the sign-up form to confirm your participation.

2011 SIGN-UP FORM

PLEASE CHECK ONE: \$3,500 sponsor \$1,800 sponsor

Additional charges: Electric \$90 Lunch table for ten \$315 Add'l tickets \$35 each x _____

- Payments:**
- A \$1,000 **deposit** is due upon signing.
 - PAYMENT DUE IN FULL 5 DAYS PRIOR TO THE EVENT.
 - All checks are made payable to Delaware Today.

COMPANY NAME: _____
PLEASE SPELL OUT **AS IT SHOULD APPEAR** IN ANY PROMOTION MATERIALS, EVENT SIGNAGE, ETC.

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

WEB SITE: _____

E-MAIL: _____

YOUR DELAWARE TODAY ACCOUNT EXECUTIVE IS: _____

- I have read and agree to the terms of the sponsorship — client is to provide a one million dollar liability insurance policy naming Delaware Today as the additional insured:

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____
SIGNATURE REQUIRED

PLEASE FAX YOUR SIGNED CONTRACT TO (302) 656-5843

Please complete and sign the sponsorship form to confirm your sponsorship. Ad space cannot replace existing contract with Delaware Today.

Logo Specs

Thank you for signing up!

We are excited to have you participate in our event. As a top-level sponsor, your logo will be listed on the majority of our marketing materials. In order to better serve your branding purposes, we ask that you follow a few guidelines to promote better readability of your logo.

Your Logo

Please refer to the following checklist when submitting your logo for use on select marketing materials. **You will provide 3 separate logos as detailed on this page.** If you wish for us to pick up your logo from a recent ad that we already have on file, please include magazine name, date and page number in your email. We may follow up with questions regarding any quality issues, and ask you to resend your logo according to our specifications.

Where to Send

If you are a top-level sponsor, please email your (three) logos according to the Checklist on this page to **logos@todaymediainc.com** including the event name + your name in the subject line.

Checklist

Please supply the following items:

- A color (CMYK) logo that is readable when used small on printed marketing materials — you may want to adjust your logo so that it is indeed readable and omit any small unreadable type. **300 dpi or vector PDF, EPS, or TIF.**
- An identical logo with color removed (100% BLACK) for newsprint printing — preferably no grays. **300 dpi or vector PDF, EPS, or TIF.**
- A color (RGB) logo that is readable when used small on our event webpage — you may want to adjust your logo for web readability. **Maximum size 200 pixels wide, 72 dpi JPG.**
- If your logo should link to a site based on your sponsorship or participation level, please supply the preferred URL to your business web site.

Questions?

Feel free to contact your account executive or email any logo questions to **logos@todaymediainc.com**.