



2012 ISHA ANNUAL CONFERENCE

Sponsorship Opportunities

Showcase your company to numerous delegates from around the world by becoming a corporate sponsor of the 2012 International Sports Heritage Association annual conference being held at the International Tennis Hall of Fame & Museum, October 24-26.

We offer a variety of different sponsorship opportunities. Not only will your sponsorship dollars help support your sales & marketing initiatives, but your funding will help maintain ISHA and our common mission to promote the sports heritage industry.

The earlier your company purchases a sponsorship package, the quicker you will see results. As supporters of the conference, all sponsors will have their corporate name and logo on sportsheritage.org. Printed materials will be mailed even earlier than in past years, so including your name in the conference brochure is paramount to achieving the most value for your dollars.

In this proposal you will find a variety of sponsorship levels. Sponsorship packages are limited, so don't miss your chance to grow your business through the 2012 ISHA annual conference!

Customizable opportunities are available upon request. Please contact: Mary Heath, Senior Director of Sales & Marketing Partnerships at mheath@tennisfame.com or ISHA Executive Director Karen Bednarski at kbednarski@sportsheritage.org to discuss your needs.



*For more information about **the 2012 conference** please visit the ISHA website, www.sportsheritage.org.*

Sponsorship Benefits:

- Raising your company's profile and generating new business opportunities
- Inclusion in pre-conference materials including E-marketing, direct mailings
- Cost effective means of advertising your company
- Promote new products and services

Levels of Sponsorship

BRONZE MEDAL SPONSOR—\$1,000

- 1/8 page color E-newsletter display ad (four issues)
 - ½ page black and white display ad in conference handbook
 - Annual conference registration or exhibitor package
 - Item in conference delegate bag (supplied by sponsor)
 - Logo in conference brochure
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SILVER MEDAL SPONSOR—\$2,500

- Annual corporate associate membership
 - ¼ page color E-newsletter display ad (four issues)
 - ½ page black and white display ad in conference handbook
 - Conference exhibitor package
 - Item in conference delegate bag (supplied by sponsor)
 - ½ page black and white conference handbook display ad
 - Sponsor of conference hospitality room with sponsorship signage
 - Logo in conference brochure
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GOLD MEDAL SPONSOR—\$5,000

- Annual corporate associate membership for two years
- ½ page color E-newsletter display ad (four issues)
- Conference exhibitor package including two representatives
- Full page black and white membership directory display ad for 2013
- Full page black and white conference handbook display ad
- Item in conference delegate bag (supplied by sponsor)
- Logo in conference brochure
- Sponsor of *An Evening of Champions* banquet, including seating for four

ISHA Communication Awards—\$500

The ISHA Communication Awards are an ideal way for your business to show their support for the work that our members do throughout the year. As a sponsor, your name will be linked to all winners of the up to 18 Communication Awards presented in 2012. Your company's name and logo will be featured on all of the certificates as a title sponsor of the communication awards as "2012 ISHA Communication Awards Presented by ...", as well as all print materials including the conference handbook.

Conference Sessions and/or Workshops—\$250 (a session)

Sometimes the best way to show your company's support of an initiative or idea is by associating yourself with one of the conference sessions or workshops. Does your company provide an extraordinary web-based solution to marketing? Then perhaps sponsoring a session related to technology is the easiest way to advertise your services. As a sponsor, your company name and logo will be featured in the printed conference brochure and handbook.

Custom sponsorship packages available on request

Sponsorship Purchase

I would like to purchase:	Price
<input type="checkbox"/> Bronze Medal Package	\$1,000 <input type="text"/>
<input type="checkbox"/> Silver Medal Package	\$2,500 <input type="text"/>
<input type="checkbox"/> Gold Medal Package	\$5,000 <input type="text"/>

Additional Sponsorship Opportunities

<input type="checkbox"/> ISHA Communication Awards	\$500 <input type="text"/>
<input type="checkbox"/> Conference Sessions and/or Workshops <small>Session topics to be released</small>	\$250 (a session) <input type="text"/>

Order total: _____

Method of Payment

- Check
- Bill Me
- Visa
- MasterCard
- American Express

Company _____

Contact name _____

Address _____

Billing Address (if different from above) _____

Phone _____

Email _____

Credit Card # _____

Exp. date _____

Signature _____

For the most up-to-date information on *the 2012 ISHA* annual conference, please visit sportsheritage.org. *The conference will be hosted by the International Tennis Hall of Fame & Museum. Please ensure that you have the right travel documents and a valid passport.*

The mission of the International Sports Heritage Association is to educate, promote and support organizations and individuals engaged in the celebration of sports heritage.

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