



Government Finance Officers Association
203 North LaSalle Street, Suite 2700
Chicago, IL 60601-1210
312-977-9700 fax: 312-977-4806

**Become a Sponsor Today!
Don't Delay**

Dear Colleague:

Since 1906, the Government Finance Officers Association's Annual Conference has been one of the premier training and networking opportunities for public-sector finance professionals from across the United States and Canada. The 105th GFOA Annual Conference will be held on May 22 – 25, 2011, at the Henry B. Gonzalez Convention Center in San Antonio, Texas. We hope you will be able to join us as an exhibitor or delegate at this year's event.

We also invite you to take advantage of one of the many sponsorship opportunities available in conjunction with the conference.

GFOA conferences are renowned for their technical quality and attract many important figures in state, provincial, and municipal finance. The upcoming San Antonio conference, expected to draw thousands of delegates, offers a unique opportunity for businesses seeking targeted exposure to high-level, public-sector financial decision makers.

The attached material highlights available sponsorship for businesses interested in reaching and supporting finance professionals. We are happy to answer any questions you may have on these opportunities. Please contact Barb Mollo, Director of Operations and Marketing at 1/800-829-4362 (GFOA) or bmollo@gfoa.org for further information.

Thank you for your consideration.

Government Finance Officers Association



Washington, DC Office
1301 Pennsylvania Avenue, N.W., Suite 309 • Washington, DC 20004 • 202.393.8020 • fax: 202.393.0780
www.gfoa.org

**Have a custom sponsorship idea?
Give us a call, and we'll try to make it happen!**

Become a GFOA Sponsor

The following sponsorships are your unique opportunity to reach out to all of the GFOA attendees.

Combine sponsorship recognition with GFOA exhibition participation and increase the success of attracting your target audience.

Sponsors will be recognized in the following ways:

- **NEW: Opportunity to use meeting room in exhibit hall**
- **NEW: Listed in post-conference mailing of CPE Certificates**
- Recognized by advertisement in the on-site Program and Exhibitor Directory
- Prominent on-site signage
- Recognized on the GFOA Web site
- Banner at Texas Fest (Rodeo)
- Other recognition as listed with specific items

Platinum Sponsor \$50,000 and above

- Include company flyer in delegate bags*
- 10 full conference registrations
- 10 tickets to the Tuesday night event
- Full page, 4-color ad in the June 2011 issue of *Government Finance Review*
- 50 percent discount on any additional full conference registrations
- Two sets of pre-conference electronic labels
- One set of post-conference mailing labels**

Gold Sponsor \$25,000 – \$49,999

- Include company flyer in delegate bags*
- 6 full conference registrations
- 6 tickets to the Tuesday night event
- Full page, 4-color ad in the June 2011 issue of *Government Finance Review*
- 35 percent discount on any additional full conference registrations
- Two sets of pre-conference electronic labels**

Silver Sponsor \$10,000 – \$24,999

- 4 full conference registrations
- 4 tickets to the Tuesday night event
- 25 percent discount on any additional full conference registrations
- One set of pre-conference mailing labels**

Bronze Sponsor \$5,000 – \$9,999

- 2 full conference registrations
- 2 tickets to the Tuesday night event
- 20 percent discount on any additional full conference registrations
- 50 percent discount on pre or post-conference mailing labels**

Friend of GFOA \$1,000 – \$4,999

- 2 tickets to the Tuesday night event
- 15 percent discount on any additional full conference registrations
- 15 percent discount on any pre or post-conference mailing labels**

Supporter of GFOA \$100 – \$999

- 1 ticket to the Tuesday night event
- 10 percent discount on any pre or post-conference mailing labels**

*All items must be pre-approved.

**Use of labels must be pre-approved. 2

AVAILABLE Sponsorship Opportunities:

- 1) **Full set of session CDs (MP3 format)**
\$40,000 (one sponsorship available)
(GFOA would provide each delegate with a full set of recordings from all the sessions after the conference. Your approved company message can be included with the CD mailing.)
- 2) **Entertainment for Tuesday night rodeo**
\$25,000 (four sponsorships available)
(Includes rodeo, all related acts, and musical entertainment.)
- 4) **Shuttle sponsorship – Tuesday night event**
\$20,000
(Includes signage on the buses. Shuttles will leave from all conference hotels to the Tuesday night event.)
- 5) **Coffee breaks for attendees in the morning on May 22 – 25**
\$7,000 per day
- 7) **Golf Tournament on May 22**
\$3,000 – breakfast and lunch
\$2,500 – hole in one sponsor
\$1,000 – golf bag for golfers with your logo
\$ 500 – hole sponsor with signage
- 8) **Run on May 22**

3 RODEO SPONSORSHIPS COMMITTED



5/22, 5/23 & 5/24 COMMITTED

NEW

NEW

COMMITTED

Committed Sponsorship Opportunities:

Lemonade for attendees in the afternoon on May 22 – 24
\$7,000 per day

Badge holders and mini program
\$25,000
(Includes ad with your company logo in the back of the mini program that is distributed to all conference delegates on site.)

Lanyards for delegate badge holders
\$25,000
(Lanyard will include your company logo.)

Delegate bags
\$25,000
(GFOA name and logo will appear on the front of the bag. Your company name and logo will appear on the back. The bag will be distributed to all conference delegates on site.)

Internet Café, approximately 40 stations
\$10,000 for ten stations or
\$35,000 for all forty stations
(Includes a splash page for your company.)

Notebooks with your company logo (approximately 9 x 12 size)
\$15,000
(Includes your company name and logo on the cover as well as on the first page, which can include additional contact information for your company. The notebooks will be included in the delegate bags and distributed on site.)

Women's network luncheon on May 22
\$7,500
(Includes signage for your company.)

Exhibitor directory back cover ad
\$5,000

(This publication is included in the delegate bags and appears on the GFOA's Web site before and after the conference. The sponsoring company can place a 4 color ad in the back of the exhibitor directory.)

Bottom portion of directional signs
\$300 per sign, \$2,500 minimum sponsorship
(These signs can have your company name, logo, and booth location if applicable. The signs will be placed throughout the convention center.)

Water stations for attendees
\$2,500 per day or \$10,000 for 5 days
(Your company name will appear on the water jugs.)

Plasma screens – 5 placement locations available
\$1,000 or \$1,500 each, depending on size
(limit 2 per company)
(Call or e-mail GFOA for more details)

Escalator signs – 5 placement locations available
\$1,000 each (limit 2 per company)

Wi-Fi service in the public areas of convention center on May 20 – 25
\$20,000
(The service will be available in all meeting spaces including the exhibit hall. Your company can have a splash page as people connect to the service.)
As of 04/21/2011

Watch www.gfoa.org for updates



Government Finance Officers Association

105th Annual Conference ★ May 22 – 25, 2011 ★ San Antonio, Texas Sponsorship Pledge Form

Firm Name _____

\$ _____
Amount of Financial Commitment Specific Sponsorship Opportunity (if applicable)

Contact Information

Name Title/Position

Company

Address

City State Zip Code

Phone Fax E-Mail

Payment Information (Please Check One) Fees must be paid in U.S. dollars by check, credit card, or purchase order.

Payment by Check: Payable to "Government Finance Officers Association" Send to: GFOA • 3076 Eagle Way • Chicago, IL 60678-1030

Payment by Credit Card, Purchase Order, Mail, Fax: 312-977-4806, or Scan (e-mail to conference@gfoa.org)

GFOA • 203 North LaSalle Street • Suite 2700 • Chicago, IL 60601-1210

American Express Diner's Club Discover Card MasterCard VISA

Name on Card Account Number

Signature: Exp. Date: _____ / _____ (Mandatory)

Please Bill Me. You must include a purchase order number. P.O. No: _____

Please forward to:

Barb Mollo: Director, Operations and Marketing
Government Finance Officers Association
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Chicago, IL 60601-1210
Fax: 312-977-4806
GFOA Federal Tax ID Number: 36-2167796
Questions, call 1/800-829-4362 (GFOA)
or e-mail bmollo@gfoa.org

For more information:

(Please check all that apply)

- Exhibit at Annual Conference
- Conference Registration
- Advertising in *Government Finance Review* magazine
- Membership information

Thank you for your commitment to support the 105th Annual Conference of the Government Finance Officers Association.