

## Become a GFOA Sponsor

The following sponsorship opportunities allow you to reach all GFOA attendees. Whether you have a specific idea in mind or want to be a general sponsor, there is something for everyone.

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

### Sponsors will be recognized in the following ways:

- Listed in the on-site Program and Exhibitor Directory sponsor listing
- Prominent on-site signage
- Company name posted on the GFOA website, before, during, and after conference
- 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 April 2012 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 April 2012 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\*\*

### Special Advertising Offer to Conference Exhibitors

- 2012 conference exhibitors save 25 percent on the one-time rate to place an advertisement in the 2012 April conference issue of *Government Finance Review*.

Please note that this discount cannot be combined with any other discounts.

**Have a custom sponsorship idea? Give us a call at 312-977-9700, and we'll try to make it happen!**

\* All items must be pre-approved.

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

# General sponsorship is available at all levels.

## AVAILABLE Sponsorship Opportunities

One COMMITTED

- 1) Musical entertainment for the Tuesday, June 12, evening event** Four sponsorships at \$25,000 each
- 2) NEW Pens or highlighters**  
\$10,000 for either item, \$20,000 for both. These items will be in all delegate tote bags. Both items will display your company logo. The pens will also include an attached card for your message
- 3) Coffee breaks for attendees in the morning on June 10 – 13**  
\$7,000 per day
- 4) Lemonade for attendees in the afternoon on June 10 – 12**  
\$7,000 per day
- 5) Banners**  
\$3,000 each (Banners are available in the main concourse of the convention center – limit 2 per company.) Contact us for location and more details.
- 6) Exhibitor Directory inside cover ad**  
Two sponsorships at \$2,500 each (This publication is included in the delegate bags and appears on the GFOA's website before and after the conference. The sponsoring companies can place a 4-color ad in the inside covers of the Exhibitor Directory.)
- 7) 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.)
- 8) Golf Tournament on Sunday, June 10**  
\$2,500 for golf bags for participants (with your name and logo)  
\$2,500 for breakfast and lunch • \$1,250 for shuttle
- 9) Run on Sunday, June 10**  
\$2,000 for t-shirts and bags for participants (with your name and logo)  
\$1,000 for breakfast • \$1,250 for shuttle

Coffee for June 11 COMMITTED

Watch [www.gfoa.org](http://www.gfoa.org) for updates

**NEW**

Please call for information on shuttle signs!  
Many opportunities available.

**Wayfinder Planning and On-site tool** – be one of 6 sponsors/ three spots committed – 3 available @ \$5,000 each  
Your company name will appear as a banner ad on the online planner, which enables attendees to view conference details, session information, and exhibitors online before and during the annual conference.

## COMMITTED Sponsorship Opportunities

- 1) Internet Café, approximately 40 stations**  
\$35,000 for all forty stations or  
\$10,000 for ten stations  
(Includes a splash page for your company)
- 2) Wayfinder**  
Enables attendees to use touch screen monitors to find sessions, exhibitors, and other areas of interest while at the conference  
4 Wayfinders – \$35,000 for four or \$10,000 each  
(Includes sponsorship signage)
- 3) 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)
- 4) 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.)
- 5) Lanyards for delegate badge holders**  
\$25,000 (Lanyard will include your company logo)
- 6) 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.)
- 7) Relaxation Station**  
\$10,000 Place for conference attendees to sit back and relax. We will supply furniture, signage, and brochure racks for your company's materials. This will be located in the exhibit hall. The station will be 20' x 40'.
- 8) Welcome Reception Music on Sunday, June 10**  
\$10,000 (Includes on-site signage)
- 9) Women's network luncheon on Sunday, June 10**  
\$7,500 (Includes signage for your company)
- 10) Exhibitor Directory back cover ad**  
\$5,000 (This publication is included in the delegate bags and appears on the GFOA's website before and after the conference. The sponsoring company can place a 4-color ad on the back of the Exhibitor Directory.)
- 11) Water stations for attendees**  
\$2,500 per day or \$10,000 for 5 days  
(Your company name will appear on the water jugs)

For information on general sponsorships,  
e-mail Barb Mollo at [bmollo@gfoa.org](mailto:bmollo@gfoa.org)



# Government Finance Officers Association

## 106th Annual Conference • June 10 – 13, 2012 • Chicago, Illinois 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  
203 North LaSalle Street, Suite 2700  
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](mailto: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