

# HOLIDAY PARTY & CHARITY AUCTION

(December 2010 location and date to be determined)



One of the most exciting events of the holiday season is the ESSAE Holiday Party and Charity Auction. This event is the perfect time to reunite and celebrate with peers and clients, and is the highest acclaimed ESSAE event of the year.

This highly anticipated event offers a great marketing opportunity for suppliers wishing to earn recognition for their support of ESSAE and the association community. Opportunities include full or partial sponsorships. We'll work with you and the host to create a unique and memorable occasion with your special signature!

The charity auction held in conjunction with the party is a great way to contribute to a needy charity. Members donate prizes (trips, vacations, services, gifts, etc.) which are auctioned off to the highest bidder and a selected charity receives the proceeds. Full sponsors have the opportunity to select this year's charity.

## FULL SPONSOR: \$10,000

Sponsor receives full page ad in the December Association Resource, recognition in the November, December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event, personal recognition at the event, opportunity to introduce sponsor representatives, and display or brand promotional materials. Full sponsor is offered the opportunity to select the charity (with approval by the ESSAE board of directors) to receive this year's proceeds.

### PARTIAL SPONSORSHIP OPPORTUNITIES:

**Cocktail Sponsor: \$4000** - sponsor receives full page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program, signage at event, and introduction during party.

**Food Sponsor: \$3000** - sponsor receives half-page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program, signage at event, and introduction during party.

**Decor Sponsor: \$1000** - sponsor receives quarter-page ad in December Association Resource, recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event.

**Promotional Materials Sponsor: \$500** - sponsor receives recognition in December and January issues of Association Resource and weekly e-newsletter, recognition in event program and signage at event.

Sponsoring Company: \_\_\_\_\_

Contact/Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

PLEASE RETURN THIS FORM WITH CHECK PAYABLE TO ESSAE BY NOVEMBER 1, 2010 TO: ESSAE, 991 BROADWAY, SUITE 208, ALBANY, NY, 12204 518-463-1755; FAX: 518-463-5257; CASSANDRA@ESSAE.ORG