



thinkLA Annual Spring Conference

April 29 to May 2, 2010

Rancho Las Palmas Resort & Spa, Rancho Mirage, CA

Sponsorship Opportunities

There is no better place to mix and mingle with advertising, media, marketing and entertainment leaders from Southern California than the thinkLA Annual Spring Conference. Los Angeles is the only place on the planet where a confluence of leaders from such a wide range of industries goes beyond simply co-existing. They collaborate, encourage and challenge each other, all while striving toward the same goal: innovations that generate business results.

The theme of the thinkLA 2010 Spring Conference is "Only in LA," and it will highlight incredible stories of unique, local collaboration that produced extraordinary results. It's three days of integration and inspiration. And it's something you won't want to miss. After all, Only in LA would a conference about Los Angeles be held in a different city.

Your sponsorship allows us to keep Conference prices accessible to the largest number of attendees. In return, sponsors receive access and exposure to Conference attendees in the relaxed setting of the desert. Sponsorship opportunities and fees are subject to availability and change. Some sponsorship opportunities may be shared.

To secure your commitment, please contact Taline Tabakian at 310-823-7320 x26 or taline@thinkla.org.

~General Sponsorship Opportunities~

	Marina Del Rey \$2,500	Beverly Hills \$5,000	Bel-Air \$10,000
Linked company logo included on all event email communications	Yes	Yes	Yes
Linked company logo included on thinkLA.org website event page	Yes	Yes	Yes
Company logo included in Conference Program	Yes	Yes	Yes
List of early registration attendees	Yes	Yes	Yes
Conference registration	Discounted rate of \$475	1 comp -plus- spouse/guest	2 comps -plus- spouses/guests
Opportunity to include items in the Conference tote bag	No	Yes	Yes
Opportunity to distribute materials and publications at registration	No	Yes	Yes
4-color ad in Conference Program	No	½ page	Full page
Golf Tournament Registration (includes lunch)	No	1 comp	2 comps
Two minutes for a company representative to speak in front of Conference attendees before one of the following events: breakfast/cocktail hour/dinner.	No	No	Yes



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~Exclusive Sponsorship Opportunities~

Green Room Sponsor

\$1,500 per day (Thursday, Friday or Saturday)
\$6,000 Exclusive

Attendees visit the thinkLA hospitality suite to collect registration materials for the Conference and are also welcome to visit the suite for complimentary snacks and beverages hosted by your company throughout the Conference. You will have exposure one of three days during the Conference, or all three days if exclusive.

Benefits for **SPONSOR SPLIT** include:

- Discounted Conference registration
- One (1) customized sign provided by thinkLA
- One (1) additional sign at sponsor expense
- Opportunity to include items in tote bag distributed at registration to all attendees

Benefits for **EXCLUSIVE SPONSOR** include *Beverly Hills Level* PLUS:

- One (1) customized sign provided by thinkLA
- Two (2) additional signs at sponsor expense

Satchel Sponsor

\$2,500 Shared (maximum two)
\$6,000 Exclusive

Your company logo prominently displayed on customized tote bags provided to all attendees at registration. Tote bags also make great "beach bags" or reusable grocery bags and have a life well beyond the Conference.

Benefits for **SHARED SPONSORSHIP** include *Marina Del Rey Level* PLUS:

- Company logo on tote bags
- One (1) customized sign provided by thinkLA
- Opportunity to include items in tote bag distributed at registration to all attendees

Benefits for **EXCLUSIVE SPONSOR** include *Beverly Hills Level* PLUS:

- Company logo on tote bags
- One (1) customized sign provided by thinkLA

Paparazzi Sponsor

\$4,000

Our seasoned photographer captures every moment of the Conference and prints photos for distribution throughout the Conference free of charge. Your company logo is displayed on all printed pictures. It's a great take-away for attendees to remember their new friends from the Conference.

Benefits include *Marina Del Rey Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- Company logo on printed pictures distributed at Conference
- One (1) customized sign provided by thinkLA
- Opportunity to include items in tote bag distributed at registration to all attendees
- Opportunity to provide custom photo boards to display pictures for attendee pick up



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~Exclusive Sponsorship Opportunities~

Kids Camp Sponsor

\$4,000 (Friday AND Saturday)

Kids Camp keeps our little ones (ages 4 – 12) busy while adults participate in the speaker sessions. Beverages, snacks and entertaining activities are provided for the kids during camp hours: 9am-12pm.

Benefits include *Marina Del Rey Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- One (1) customized sign provided by thinkLA
- Opportunity to include items in tote bag distributed at registration to all attendees (for the adults)
- Opportunity to provide personalized tote bags for the kids (approximately 30)

Coffee Break Sponsor

\$4,000 per day (may be combined)

Percolation is imminent... our attendees love coffee! Provide a "pick-me-up" throughout the speaker session with coffee and tea service. Additionally you will host a 20-minute break between the speaker sessions on Friday or Saturday where attendees can stretch their legs and chat with friends.

Benefits include *Marina Del Rey Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- One (1) customized sign displayed during coffee break provided by thinkLA
- Two (2) additional signs at sponsor expense
- Opportunity to provide customized coffee cups and napkins at sponsor expense
- Opportunity to include items in tote bag distributed at registration to all attendees

Name Badge Sponsor

\$4,500

Attendees are required to wear name badges at all official Conference events. Your company logo will be displayed prominently in full color on the attendee name badges as well as the name badge lanyards.

Benefits include *Marina Del Rey Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- Company logo on lanyards
- One (1) customized sign provided by thinkLA
- Opportunity to include items in tote bag distributed at registration to all attendees

Key Card Sponsor

SOLD

The average hotel guest uses their room key card 6 times per day. And your company logo will be right there with them, each and every time. Your company logo will be prominently displayed on all key cards handed out to Conference attendees and their guests.

Benefits include *Beverly Hills Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- Company logo on all key cards distributed to attendees and their guests
- One (1) customized sign provided by thinkLA



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~Exclusive Sponsorship Opportunities~

Bar Sponsor

\$8,500 per night (Thursday, Friday or Saturday)
\$27,500 Exclusive

Always the most popular event of the evening, our attendees love to unwind and mix and mingle with each other over a glass of wine or a cocktail. You'll be able to welcome attendees as they arrive for the evening festivities and will receive great brand exposure.

Benefits for **SPONSOR SPLIT** include *Beverly Hills Level* PLUS:

- One (1) complimentary Conference registration (does not include hotel accommodations)
- One (1) customized sign prominently displayed at bar provided by thinkLA
- Opportunity to speak during cocktail hour on the designated night of their sponsorship

Benefits for **EXCLUSIVE SPONSOR** include *Bel-Air Level* PLUS:

- One (1) customized sign prominently displayed at bar provided by thinkLA
- Customized napkins distributed at bar
- Opportunity to speak during cocktail hour each night

Golf Tournament Sponsor

\$12,500

There is no better place to conduct business during the conference than on the golf course. You'll have an opportunity to golf with industry leaders in our tournament and we've developed a sponsorship package that ensures maximum brand visibility, from the first tee box to the 18th pin and everything in between.

Benefits include *Bel-Air Level* PLUS:

- Customized pin flags, cup inserts and tee box signs provided by thinkLA

Speaker Session Sponsor

\$15,000 (Friday or Saturday)

Speaker sessions are the main attraction of the Conference and ensure your brand is exposed to the greatest number of attendees. Sponsorship of either the Friday or Saturday session also offers you the opportunity to welcome guests from the stage.

Benefits include *Bel-Air Level* PLUS:

- Two (2) hotel rooms for three nights each (Thursday – Saturday)
- Company logo displayed on screen behind the speakers
- Company representative to do an introduction or closing
- Opportunity to include items in tote bag distributed at registration to all attendees

To discuss custom sponsorship opportunities, including sponsorship of meals, please contact Taline Tabakian at 310-823-7320 x26 or taline@thinkla.org.