



2003 BerkeleyABC Sponsorship Fact Sheet

Sponsorship Levels

The levels of sponsorship, and the relevant benefits for each level, are described below:

Bronze

Bronze Sponsorship Level: \$1,000

- Signage at specific locations at the conference
- Corporate sponsorship acknowledgement on promotional literature
- Listing on 2003 and 2004 Conference Fact Sheets, circulated to media and invitees
- Product/Information placement in conference giveaway package
- Recognition in conference program
- Display table for recruiting/PR efforts
- Company logo and link displayed in sponsors section on conference web site
- Acknowledgement of gratitude at opening and closing ceremonies
- Resume book containing resumes of a select group of Haas students

Silver

Silver Sponsorship Level: \$2,500

- All the benefits enjoyed by Bronze Sponsors
- Quarter-page conference program advertisement
- Sponsors featured on table tents at lunch event
- Two complimentary passes to the conference

Gold

Gold Sponsorship Level: \$5,000

- All the benefits enjoyed by Bronze Sponsors
- Prominent placement of signage at conference
- Media exposure before, during and after conference
- Company logo and link displayed on home page of conference web site
- Half-page conference program advertisement
- Sponsors featured on table tents at lunch event
- Three complimentary passes to the conference

Feature

Feature Sponsorship Level: \$10,000

- All the benefits enjoyed by Bronze Sponsors
- Prominent placement of signage behind podium for duration of the conference
- Media exposure before, during and after conference
- Company logo and link displayed on home page of conference web site
- Full-page conference program advertisement
- Sponsors featured on table tents at lunch event
- Five complimentary passes to the conference