



SOCIETY OF FINANCIAL EXAMINERS[®]

Society of Financial Examiners
2012 Career Development Seminar (CDS)

Sponsorship Opportunities

July 29 – August 1, 2012

Omni Mandalay Hotel at Las Colinas, Dallas, Texas

To: Potential Sponsors of the 2012 SOFE CDS

Based upon feedback received from members over the past several years, the Executive Committee of the Board of Governors reviewed the CDS Sponsorship Program and has made some changes to be effective at the 2012 CDS. Giving consideration for the increasing pressure from various State Agencies regarding sponsorship related issues and the perception of potential conflicts of interest, the Executive Committee voted at the January 19, 2012 meeting to approve the following program with the intent to simplify the Society's Sponsorship Program, increase transparency of the process and to provide some minor separation to the attendees interaction with potential sponsors (at the discretion of the attendee).

Highlights of the new Sponsorship Program include the following:

- Sponsorships will continue based upon level of contribution (ie., Platinum, Gold, Silver, Bronze, General and Hospitality).
- Benefits will be attributable to each level of sponsorship.
- Platinum and Gold Level Sponsors will be allowed a table for display in a designated Sponsor Area at CDS. This area will be directly outside the luncheon room – attendees will pass through this area during luncheon periods. Prominent signage will be on display to direct attendees to this area during CDS hours at their leisure.
- Platinum Level sponsors will be allowed to provide a 1 page insert to be included in the attendee registration package.
- Silver, Bronze, General and Hospitality level sponsors will be allowed to display information at a table in the CDS registration area.
- Specific CDS events will not be tied to a specific sponsor (except for "Platinum Events" which will include the Monday Annual Luncheon and the Tuesday General Luncheon during which time recognition of Platinum Level Sponsors will be made).
- All sponsors will be recognized in the registration brochure and the official CDS program in a 1 page listing of all sponsors.
- Signage recognizing sponsors will be posted in the General Registration Area, the designated Sponsor Area and the Luncheon Area depending upon level of sponsorship.
- Hospitality Sponsors will be reflected in the Spouse/Guest Hospitality Suite.
- Platinum level sponsors will be allowed two attendees at the Saturday Night New Member Social and the Tuesday State Chair Luncheon.
- Sponsors of the Special AES Extended Session will be noted in special signage and also in the program.
- Sponsorship forms must be submitted to SOFE Headquarters by February 24, 2012 (for inclusion in the registration brochure) and payment must be received by March 30, 2012 (for inclusion in the final program.)

Any questions related to the 2012 Sponsorship Program should be directed to Lyn Brackett, Executive Director of SOFE.



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Platinum Level

This level is for any sponsorship of **\$8,000.00** and is the highest level of sponsorship available.

Benefits include:

- All General Sponsor benefits plus signage at Platinum Events (Monday Annual Meeting and Tuesday General Luncheon)
- Special introduction and recognition at Monday Annual Meeting.
- Sponsor may place a banner or table top display booth in a designated area at CDS from Sunday through Wednesday of the CDS seminar.
- Two representatives from the Sponsor can attend the Saturday Night First Time Attendee Social and the Tuesday State Chair Luncheon.
- Promo insert in the Final Registration Package provided to attendees on-site.
- Premier signage recognizing Platinum Level Sponsorship in the CDS registration area.

Gold Level

This level is for any sponsorship of **\$5,000.00**

Benefits include:

- Special Signage recognizing Gold Level Sponsorship in the CDS registration area.
- Sponsor may place a banner or table top display booth in a designated areas at CDS from Sunday through Wednesday of the CDS seminar.
- All General Sponsor benefits

Silver Level

This level is for any sponsorship of **\$2,500.00**

Benefits Include:

- Special signage recognizing Silver Level Sponsorship in CDS registration area.
- All General Sponsor benefits

Bronze Level

This level is for any sponsorship of **\$1,000.00**

Benefits include:

- Special signage recognizing Bronze Level Sponsor in CDS registration area.
- All General Sponsor benefits

General Sponsor

This level is for any sponsor of **\$500.00**.

Benefits include:

- General signage in CDS registration area.
- Thank you in the Examiner
- Listing of all sponsors in the Registration Brochure & Program
- May place promotional material on a materials table near the registration desk from Sunday through Wednesday at CDS.

Hospitality Sponsor

This level is for any firm sponsoring the Spouses/Guests' Hospitality Suite. The cost is **\$500 per sponsor** with an unlimited number of sponsorships available. The benefits include signage at the Spouses/Guests' Hospitality Suite.

Special AES Extended Session

Sponsorships are available for Special AES Extended Session. The cost is **\$1,000 per sponsor** with in unlimited number of sponsorships available. The benefits include signage and recognition at the Special AES Extended Session as well as inclusion in the program.

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Sponsorship Agreement Form

NOTE: To be included in the Registration Brochure, you must submit this form by February 24, 2012. Payment must be received by March 30, 2012 for inclusion in final program. ALL sponsors will be included in a listing in the Program if payment is received by the due date.

Company Name (As you wish it listed in the final program and on signage):

Contact: _____

Address: _____

City/State/Zip _____

Phone: (_____) (_____) Ext. _____ Fax (_____) _____

Print email (required): _____

Check Sponsorship Requested:

Platinum \$8000 Gold \$5000 Silver \$2500 Bronze \$1000

AES session \$1000 General \$500 Hospitality \$500

Please send one copy of this form to sofe@sofe.org (or fax to SOFE at 888-436-8686)

Payment Information:

Credit Card Company: VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Cardholder' Name _____

Cardholder's Signature _____

Total Amount \$ _____

Check enclosed – Please make checks payable to SOFE

Mail check with a copy of this form to:

SOFE
C/o Wells Fargo Bank
Lockbox #759265
Baltimore, MD 21275-9265

If you would like specific information about any of the sponsorships available, please contact Lyn Brackett at sofe@sofe.org
Thank you for your continued support of the Society of Financial Examiners.
Questions: 1-800-787-SOFE (7633)