



January 1, 2011

TO: Allied Trades Members  
FROM: Barbara Boden, Executive Director  
SUBJECT: ALLIED TRADES MARKETING SUPPORT OPTIONS

### **Marketing Options**

Over the years, Allied Trades members have provided much-appreciated support to IPDL programs and projects. The economy has turned nearly everything into a major challenge. We recognize this and want to acknowledge your ongoing support in helping us meet these challenges.

To accommodate the needs of a diverse group of organizations, IPDL has developed a program of marketing support in which Allied Trades members can participate across several different venues and options, including in-kind products/prizes for raffles. Your involvement, at any level, is crucial to the overall success of the Association.

This form is to identify marketing support your company would like to provide during calendar year 2011, thereby enabling IPDL to plan efficient event budgets with better control of expenses, and offer attractive, cost-effective programs. The sponsorship fees can be invoiced with submission of this completed form or in conjunction with the options selected.

We have worked closely with the Allied Trades Committee and have incorporated suggestions made by Allied Trades members in order to create a program that can meet everyone's needs. IPDL is committed to providing the maximum "bang for your buck." In order to reach that goal,

### **Education Seminars and Sponsorships**

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> Seminar Presentations on issues in your industry segment   | <b>Complimentary</b> |
| <ul style="list-style-type: none"><li>• Presentation (1-4 hours) includes Q&amp;A; attendance range typically 25-60 people</li><li>• Presenter, company, and topic promotion in event flyer (mailed to 250 distribution list)</li></ul>   |                      |
| <input type="checkbox"/> Education Seminar sponsorship ( <i>one sponsor per session</i> )   | <b>\$ 250</b>        |
| <ul style="list-style-type: none"><li>• Five-minute pitch before presentation and after break</li><li>• Opportunity to distribute brochures; attendance range typically 25-60 people</li><li>• Company sponsorship promotion in flyer (mailed to 250 distribution list)</li></ul> |                      |

### **Golf Tournament Sponsorships**

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Golf Hole sponsors ( <i>one sponsor per hole</i> )  | <b>\$ 125</b>       |
| <ul style="list-style-type: none"><li>• Company sponsorship promotion in flyer (mailed to 250 distribution list)</li><li>• Company included on signage at Golf Tournament</li></ul>  |                     |
| <input type="checkbox"/> Hole-in-One sponsor ( <i>one sponsor</i> )  | <b>\$ 125</b>       |
| <ul style="list-style-type: none"><li>• Company sponsorship promotion in flyer (mailed to 250 distribution list)</li><li>• Company included on signage at Golf Tournament</li></ul>  |                     |
| <input type="checkbox"/> Drinks Cart sponsor ( <i>two sponsors</i> )   | <b>\$ 250</b>       |
| <ul style="list-style-type: none"><li>• Company sponsorship promotion in flyer (mailed to 400+ distribution list)</li><li>• Company included on signage at Golf Tournament</li></ul> |                     |
| <input type="checkbox"/> Grand Prize sponsor ( <i>one sponsor</i> )  | <b>\$ 250 value</b> |
| <ul style="list-style-type: none"><li>• Company sponsorship promotion in flyer (mailed to 400+ distribution list)</li><li>• Company included on signage at Golf Tournament</li></ul> |                     |

**ALLIED TRADES MARKETING SUPPORT OPTIONS** (continued)

**Press Ahead Newsletter Advertising** (mailed to 250 distribution list)

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> Four business card-size ads (3x2") in <i>Press Ahead</i> newsletter (full year)  | <b>Complimentary</b> |
| <input type="checkbox"/> Full-page (7x10") ad (per issue) [Circle placement months: March; June; Sept; Dec]   | <b>\$ 250</b>        |
| <input type="checkbox"/> Half-page (3.5x10" or 10x5") ad (per issue) [Circle placement months: March; June; Sept; Dec]  | <b>\$ 200</b>        |
| <input type="checkbox"/> Quarter-page (3.5x5") ad (per issue) [Circle placement months: March; June; Sept; Dec]   | <b>\$ 150</b>        |
| <input type="checkbox"/> Two-sided (8x10.5") insert (per issue) [Circle placement months: March; June; Sept; Dec]<br>(Insert printed and provided by AT member; additional charge if IPDL prints inserts) | <b>\$ 250</b>        |
| <input type="checkbox"/> Feature article (per issue) [Circle placement months: March; June; Sept; Dec]<br>(AT member provides content)  | <b>Complimentary</b> |

*All rates quoted are for camera-ready B&W ads  
Members receive printed newsletters; non-members receive electronic copies*

**Would like to have your sponsorship/options invoiced now or in conjunction with the event?\*\*\***

- Please invoice now     Please invoice in conjunction with the event

Firm: \_\_\_\_\_ Name: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*\* If you prefer, you may authorize and pay the above indicated fees by credit card:**

VISA    MASTERCARD    AMEX    DINERS CLUB    \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please mail to: IPDL, 222 E Wisconsin Ave, Ste 7, Lake Forest, IL 60045

or Fax to: 847.582.182

**Thank you. We appreciate your continued support and commitment to building a strong, viable Association**

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