

# 3rd Annual NJAWBO Essex Diversity Networking Luncheon

*Embracing Diversity and  
... Empowering Women!*

Date: **Thursday, June 12, 2008**

Location: **The Wilshire Grand Hotel, West Orange**

Expected attendees: **200+**

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## *Purpose*

- Sowing seeds of Education and Empowerment through networking
- Sowing seed for the Next Generation of women business leaders
- Sowing seeds of Support to women in our community

## *Event Highlights:*

- On-site NJ Business Registration
- On-site **NJAWBO** Membership Registration
- Network with Multiple Partner Organizations
- Philanthropic Recipient: The Safe House
- Central Essex County Location
- Buffet Lunch
- Facilitated Networking
- Door Prize(s)

## *Keynote Speaker:*

- Caroline Feeney  
*Eastern Territorial Vice President at Prudential*

## *Invited Guests:*

- Officer Deborah Collins, Esq.  
*Essex County Small Business Development and Economic Opportunity Officer*
- Willa Edgerton-Chisler  
*NJAWBO State Vice President of Diversity*

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Sponsor Levels:

<b>PLATINUM</b>	<b>\$6,500</b>
<ul style="list-style-type: none"><li>• Display Table to showcase Business &amp; Opportunity to Speak – 2 NJAWBO Essex premier events (Spring 2008 and Fall 2008)</li><li>• Logo on Marketing Materials to over 5,000 potential attendees (time permitting)</li><li>• Company Information on all pre and post event press releases</li><li>• Signage at the Event</li><li>• <b>Exclusive to your Business Category</b></li><li>• Post Event Attendee List</li><li>• Mention in Bottom Line article</li><li>• Company Information (flyer, business card and/or promo item in gift bag)</li><li>• Honorary Mention at the Event</li><li>• Full Page Ad (cover position on first come, first served basis)</li></ul>	
<b>GOLD</b>	<b>\$3,500</b>
<ul style="list-style-type: none"><li>• Display Table to showcase Business &amp; Opportunity to Speak</li><li>• Logo on Marketing Materials to over 5,000 potential attendees (time permitting)</li><li>• Company Information on all pre and post event press releases</li><li>• Signage at the Event</li><li>• <b>Exclusive to your Business Category</b></li><li>• Post Event Attendee List</li><li>• Mention in Bottom Line article</li><li>• Company Information (flyer, business card and/or promo item in gift bag)</li><li>• Honorary Mention at the Event</li><li>• Full Page Ad</li></ul>	
<b>SILVER</b>	<b>\$2,000</b>
<ul style="list-style-type: none"><li>• Display Table to showcase Business</li><li>• Logo on Marketing Materials to over 5,000 potential attendees (time permitting)</li><li>• Signage at the Event</li><li>• Post Event Attendee List</li><li>• Mention in Bottom Line article</li><li>• Company Information (flyer, business card and/or promo item in gift bag)</li><li>• Honorary Mention at the Event</li><li>• Half-Page Ad</li></ul>	

<b>BRONZE</b>	<b>\$1,000</b>
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- Display Table to showcase Business
- Logo on Marketing Materials to over 5,000 potential attendees (time permitting)
- Signage at the Event
- Mention in Bottom Line article
- Company Information (flyer, business card and/or promo item in gift bag)
- Honorary Mention at the Event
- Quarter-Page Ad

<b>MINI EXPO</b>	<b>\$250</b>
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- Exhibit Table (limited to first 15 paid exhibitors)
- Company Information (flyer, business card and/or promo item in gift bag)
- Honorary Mention at the Event
- Sponsor with one line description in ad journal  
(must provide quantity of 250 items for the bags)

<b>FRIENDS OF NJAWBO</b>	<b>\$150</b>
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- Company Information (flyer, business card and/or promo item in gift bag)
- Honorary Mention at the Event
- Sponsor with one line description in ad journal  
(must provide quantity of 250 items for the bags)

<b>GOODY-BAG PARTICIPANT</b>	<b>\$50 NJAWBO member</b> <b>\$75 non-member</b>
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- Company Information (flyer, business card and/or promo item) in gift bag  
(must provide quantity of 250 items for the bags)

<b>IN-KIND PARTNER<sup>1</sup></b>
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- Company Information (flyer, business card and/or promo item) in gift bag  
(must provide quantity of 250 items for the bags)

<sup>1</sup> For an IN-KIND sponsorship, must be a diversity-focused organization, committed to providing information/resources for the professional and personal growth of entrepreneurial women. Must agree to distribute marketing materials via postal mail and email at your own cost.

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## SPONSORSHIP AGREEMENT

I AGREE TO SPONSOR & FUND THE FOLLOWING JUNE 12, 2008 **NJAWBO**  
ESSEX DIVERSITY NETWORKING LUNCHEON AS CHECKED:

- o **Platinum Sponsor** **\$6,500**
- o **Gold Sponsor** **\$3,500**
- o **Silver Sponsor** **\$2,000**
- o **Bronze Sponsor** **\$1,000**
- o **Mini Expo Sponsor** **\$250**
- o **Friends of NJAWBO Sponsor** **\$150**
- o **Goody Bag insert only** (nonmember) **\$75**
- o **Goody bag insert only** (NJAWBO member) **\$50**
- o **In-Kind Partner** **\$0**  
(limited to approved professional organizations)

Sponsor Company: \_\_\_\_\_

Company Representative/Title: \_\_\_\_\_

Sponsor Authorized Signature: \_\_\_\_\_

Date Authorized: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

NJAWBO Representative/Title: \_\_\_\_\_

NJAWBO Authorized Signature: \_\_\_\_\_

Date Authorized: \_\_\_\_\_

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**Please fax agreement to Rosanna Imbriano at 973/857-9850.** Logos (eps format preferred) must be emailed to [Raquel@hitdesigns.com](mailto:Raquel@hitdesigns.com) by **March 30**. Any logos or agreements received after March 30 may not be included in marketing materials.

**Make check out to NJAWBO Essex, and mail check with copy of agreement to:**  
Rosanna Imbriano, RI Consulting, PO Box 241, Cedar Grove, NJ 07009-0241

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## AD JOURNAL ADVERTISING AGREEMENT

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Ad Journal will be distributed to all attendees as well as to all NJAWBO Essex members and prospects throughout the 2008 year.

**Format:** 5.5" x 8.5" booklet. Inside pages: black only

**Artwork:** Please supply camera-ready electronic file (pdf or eps preferred). **All art MUST BE received by April 30!** (Ad design is also available for an additional charge of \$50.)

- |   |  |              |
|---|--|--------------|
| o | <b>Full Page</b>   | <b>\$150</b> |
|   | <ul style="list-style-type: none"><li>• Live area: 5.0" wide x 8.0" high</li><li>• Included in "Platinum" and "Gold" levels of sponsorship</li></ul>                 |              |
| o | <b>Half Page</b>   | <b>\$85</b>  |
|   | <ul style="list-style-type: none"><li>• Live area: 5.0"w x 3.9"h (horizontal) or 2.4"w x 8.0"h (vertical)</li><li>• Included in "Silver" level sponsorship</li></ul> |              |
| o | <b>Quarter Page</b>  | <b>\$50</b>  |
|   | <ul style="list-style-type: none"><li>• Live area: 5.0"w x 1.8"h (horizontal) or 2.4"w x 3.9"h (vertical)</li><li>• Included in "Bronze" level sponsorship</li></ul> |              |

Advertising Company: \_\_\_\_\_

Company Representative/Title: \_\_\_\_\_

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

Date Authorized: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

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**Please fax agreement to Rosanna Imbriano at 973/857-9850.** Artwork (camera-ready pdf and eps format preferred) must be emailed to [Raquel@hitdesigns.com](mailto:Raquel@hitdesigns.com) by **April 30.** (Ad design is also available for an additional charge of \$50.)

**Payment can be made using credit card or PayPal at  
[www.whoscoming.com/NJAWBOEssexDiversityLuncheon](http://www.whoscoming.com/NJAWBOEssexDiversityLuncheon)**

**Make checks out to NJAWBO Essex, and mail check with copy of agreement to:**  
Rosanna Imbriano, RI Consulting, PO Box 241, Cedar Grove, NJ 07009-0241