

ATHENA Award® Celebration *...a Chamber Signature Event*

ATHENA® Young Professional Award

September 18, 2012 | JW Marriott Grand Rapids | 11:30 a.m. - 1:30 p.m.

Sponsorship Range: \$250 - \$10,000

Event Profile

Kathy Crosby and Shaquanda Gordon were our honorees at last year's ATHENA® Award Celebration! Kathy Crosby, President & CEO of Goodwill Industries of Greater Grand Rapids, Inc. received the ATHENA Award and Shaquanda Gordon, a Human Resource manager at Meijer, Inc. and adjunct instructor at Davenport University received the ATHENA Young Professional Award.

What makes our ATHENA Award Celebration special is that a portion of all sponsorship is allocated to the ATHENA Scholarship Fund. Since the scholarship was created in 2000, event sponsorships and personal contributions have allowed us to provide over \$35,000 to women over 30 who are completing their post-secondary education.

The ATHENA Award Celebration traditionally attracts up to 500 attendees – leaders in business who support those who support women's initiatives. Attendees come from all sectors of the community: manufacturing, education, services, health care, government and non-profit.

The sponsorships for this "must attend" Signature Event are designed to raise your company's profile, image and brand in front of this group of motivated business people. Social media mentions are included at all levels of sponsorship.

Why sponsor the ATHENA Award Celebration?

- A portion of each sponsorship funds our ATHENA scholarship program each year
- Connect your organization with a prestigious, international women's leadership program
- Earn credibility by honoring dynamic leaders
- Increase visibility of the program and the contributions of the nominees and recipient
- Spread the word that you support women's initiatives

Specific sponsorship levels and benefits are listed on the Sponsorship Agreement on reverse. Sponsorship of the ATHENA Award Celebration after August 31 is welcome, but some print recognition cannot be guaranteed.

Invitation deadline is 07/06/12.

Questions? Contact Leslee Fritz, 616.771.0357 or fritzl@grandrapids.org.



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Sponsorship Agreement | Please select the level at which you would like to sponsor.

- EXCLUSIVE Premier Sponsor – \$10,000**
Logo printed in event invitation and prominently displayed on all promotional materials (when sponsorship is confirmed before 7/06/12); Opportunity to make welcome remarks at event; a \$500 ATHENA scholarship fund contribution; 150-word profile in event program; Two (2) corporate tables of 10 at event.
Sponsored by Huntington Bank (returning sponsor)
- Diamond Sponsor – \$2,500 (Limited Availability)**
Logo printed in event invitation and in promotional materials (when sponsorship is confirmed before 7/06/12); ATHENA scholarship fund contribution; 100-word profile in event program; One (1) corporate table at event; Purchase second corporate table for \$500 (\$200 discount.)
- Emerald Sponsor – \$1,500**
50-word profile in event program, ATHENA scholarship fund contribution, One (1) corporate table at event; Purchase second corporate table for \$600 (\$100 discount.)
- Ruby Sponsor \$750**
25-word profile in event program; ATHENA scholarship fund contribution; Five (5) seats at event
- Crystal Sponsor – \$500**
Company tag line in program; ATHENA scholarship fund contribution; Two (2) seats at event
- Pearl Sponsor – \$250 (Open only to organizations with fewer than 15 employees.)**
Company name listed in event program; ATHENA scholarship fund contribution; One (1) seat at the event.
- ATHENA Award Sculpture Underwriter – \$500**
Company name listed in event program.
- ATHENA Young Professional Sculpture Underwriter – \$500**
Company name listed in event program.

Please Complete

Completed by: _____ Company: _____

Phone: _____ E-mail: _____

Method of Payment: Invoice me now (PO # _____) Check enclosed Credit Card

Card number: _____ Exp. Date: _____ CVV Code: _____

Name on Card: _____ Signature: _____

Please fax this sponsorship agreement to Leslee Fritz at 616.771.0318 or email fritzl@grandrapids.org.

Sponsorship opportunities are available to Grand Rapids Area Chamber of Commerce members in good standing and are not confirmed until payment is received. Payment is due upon receipt. Sponsorship confirmation detailing full benefit outline at sponsorship level will follow upon receipt of this agreement.

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Scholarship Underwriter – \$5,000

Company name, logo and 50-word profile printed in event program; Corporate table (10 seats) at event with preferred seating and table signage; Recognition from the podium; One FREE M2M eNews listings in 2010.

Stylish Soiree Scholarship Fundraiser Underwriter – \$3,500 (industry exclusive)

Company name, logo and 50-word profile printed in event program; One corporate table (10 seats) at event with preferred seating and table signage; Recognition from the podium.

EXCLUSIVE Nominee Reception Underwriter – \$3,500

Company name, logo and 50-word profile printed in event program; One corporate table at event with preferred seating and table signage; Recognition from the podium.

Scholarship Recipients' Table Underwriter – \$700 (one available)

One (1) corporate table for 10 to host the 2010 Scholarship Recipients with preferred table placement, signage and listing in event program.

Scholarship Contributor

We thank you for helping advance women over 30 who are pursuing higher education. These scholarships are unique as recipients can use the money for whatever helps them achieve their degree, from tuition and books to child care and transportation expenses. I/We wish to support the Scholarship Fund with a gift of \$_____.

Additional needs for this program: Some of the following are also available for "in-kind" underwriting. We welcome your suggestions on how you might help if your company specializes in any of the following. An Events Team Member will share with you the individual sponsorship benefits for your in-kind contribution.

Video Underwriter ~ in-kind, limited availability

Printing Underwriter ~ in-kind, limited availability

Audio/Visual Underwriter ~ in-kind, limited availability

Photography Underwriter ~ in-kind, one available

Table Floral Arrangement Underwriter ~ in-kind

Scholarship Fundraiser Underwriter ~ in-kind, limited availability

Nominee Corsage Underwriter ~ in-kind, limited availability

Please Complete

Completed by: _____

Company: _____

Phone: _____

E-mail: _____

Method of Payment: Invoice me now (PO # _____)

Check enclosed Credit Card

Card number: _____

Exp. Date: _____ CVV Code: _____

Name on Card: _____

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