

Sponsorship Opportunities & Benefits



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

Sponsorship benefits are a tremendous value for your company.

Platinum Benefits:

Receive all of the benefits #1-#9 listed below.

1. **Presentation:** Up to 6 minutes at a General Session (a \$6,000 value based on \$1.25 per minute per operator attendee)
2. **Registrations:** Two complimentary company registrants (a \$550 value based on projected additional exhibitor registration fee of \$275)
3. **Advertisement:** Full-page ad in the Convention Program (a \$1,000 value based on the program's full-page ad rate)
4. **Board Reception:** Two company representatives may attend private TLPA Board member reception (priceless)
5. **Insert:** Heavy sales info in registration bag (a \$1,000 value)
6. **Publicity:** Enhanced name and logo recognition for your event(s) in the Convention Program (a \$400 value based on \$.50 per imprint)
7. **Web publicity:** Name and logo recognition on TLPA's web site as a convention sponsor with a link to your company web site (a \$300 value based on \$100 per month, web classified ad rate).
8. **Recognition:** Listing on the "Wall of Honor" displayed in the Exhibit Hall and an Appreciation sign for your respective sponsored event (an \$800 value based on \$1.00 per operator for 800 operator attendees)
9. **Goodwill:** Generated by your convention support (priceless)

Gold Benefits:

Receive benefits #6-#9 listed under Platinum, **PLUS**

- **Presentation:** Up to 3 minutes at a General Session (a \$3,000 value based on \$1.25 per minute per operator attendee)
- **Registration:** One complimentary company registrant (a \$275 value based on projected additional exhibitor registration fee of \$275)
- **Advertisement:** Half-page ad in the Convention Program (a \$700 value based on the program's half-page ad rate)
- **Insert:** Light sales info in registration bag (a \$600 value)

Silver Benefits:

Receive benefits #6-#9 listed under Platinum, **PLUS**

- **Advertisement:** Quarter-page ad in the Convention Program (a \$500 value, only available to Silver Event Sponsors)

Bronze Benefits:

Receive benefits #6-#9 listed under Platinum.

Platinum Convention Sponsor

(companies whose sponsorship(s) total \$8,000 or more)

Gold Convention Sponsor

(companies whose sponsorship(s) total \$5,000 to \$7,999)

Silver Event Sponsor

(companies whose sponsorship(s) total \$3,000 to \$4,999)

Bronze Event Sponsor

(companies whose sponsorship totals \$2,000 to \$2,999)

Sponsorship Opportunities

Event Sponsorships	Sponsorship Fee	Sponsoring Company
Monday, October 8		
TLPF Golf Tournament	\$5,000	Gateway Insurance Co.
TLPF Golf Banquet	\$2,000	John Burnham Insurance Services
Tuesday, October 9		
Grand Opening Reception (Open Bar)	\$8,000	John Burnham Insurance Services
Grand Opening Reception (Hors d'oeuvres)	\$10,000	
Wednesday, October 10		
New Member Full Breakfast	\$2,400	
General Session Coffee & Danish	\$3,800	
Keynote Speaker	\$9,000	
Exhibit Hall Luncheon	\$8,000	
Member Appreciation Reception (Open Bar)	\$8,000	
Member Appreciation Reception (Hors d'oeuvres)	\$10,000	
Thursday, October 11		
Spouse Program	\$3,000	
Breakout Coffee & Danish	\$3,800	
Exhibit Hall Luncheon	\$8,000	
Annual Banquet Open Bar	\$5,000	
Annual Banquet Entertainment	\$10,000	
General Sponsorships		
Two (2) Internet Stations	\$3,500	
1,000 Name Badge Holders w/ Logo	\$4,500	Mobile Knowledge
800 Registration Bags w/ Logo	\$6,500	Liberty Motor Company

Other Promotional Opportunities

(items below do not qualify as sponsorship)

Advertisement in Program – all ads will be printed in black and white on the inside of the Convention Program. Cover ads will be in full color (4c).

Half-page advertisement.....	\$ 700	Full-page advertisement.....	\$1,000
Inside front cover ad.....	\$1,250	Inside back cover ad.....	\$1,250
Outside back cover ad.....	\$1,450	Center spread ad.....	\$2,000

Your Sales Literature Stuffed in Registration Bag

- Lightweight sales info (single packet up to ten sheets)\$ 600
- Heavier sales info (single packet up to 20 sheets or catalogue).....\$1,000



Sponsorship Commitment for Exhibitors

Complete, sign* and return this contract to the TLPA office by September 3, 2007, to sponsor an event, provide a general sponsorship at the convention, to purchase an advertisement in the Convention Program or have your sales literature stuffed into the convention registration bag.

The Sponsoring company or the company purchasing other promotional opportunities commits to provide TLPA with:

- a single point of contact who shall be responsible for coordinating or carrying out the sponsor's obligations under the contract,
- artwork in the format and within the schedule developed by TLPA,
- the full sponsorship fee (50% deposit due with contract, balance due on or before September 3, 2007) in a timely manner,
- the full fee for other promotional opportunities (100% due with contract).

TLPA commits to providing the Sponsor with:

- the benefits, appropriate to the sponsorship level contracted for, as indicated on the sponsorship form,
- quality management by TLPA staff working with the hotel (or other appropriate) staff for the sponsored event,
- first priority to sponsor the same event at the 90th TLPA Annual Convention & Trade Show.

*Once the contract is signed by an authorized TLPA official, it will be a binding, non-cancellable contract.

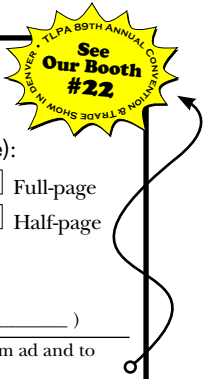
Company: _____

Contact Person & Title: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

<h2 style="text-align: center;">Sponsorship</h2> <p>Event Name(s) _____</p> <p>Event Date(s): _____</p> <p>Sponsorship Level: <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze</p> <p>Sponsorship Amount: \$ _____</p> <p>A nonrefundable, 50% deposit of \$ _____ is enclosed by check or credit card given below.</p>	<h2 style="text-align: center;">Other Promotional Opportunities</h2> <p>(items below do not qualify as sponsorship)</p> <p>Annual Convention Program Ad Position (check one):</p> <p><input type="checkbox"/> Inside front cover <input type="checkbox"/> Center spread <input type="checkbox"/> Full-page</p> <p><input type="checkbox"/> Outside back cover <input type="checkbox"/> Inside back cover <input type="checkbox"/> Half-page</p> <p><input type="checkbox"/> Electronic Art will be provided;</p> <p><input type="checkbox"/> Pick up from <i>Transportation Leader</i></p> <p>(issue date: _____ & page #: _____)</p> <p><input type="checkbox"/> Add a FREE booth number Starburst to our Convention Program ad and to our October <i>Transportation Leader</i> ad.</p> <p><input type="checkbox"/> Sales Literature in Registration Bag</p>
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Note: Please provide credit card number regardless of whether deposit is paid by check or credit card. Your credit card will only be charged if you have not paid your full sponsorship amount by September 3, 2007, or if you have not paid your convention program advertisement invoice within 45 days of invoice date.

Credit Card: VISA MasterCard American Express

Amount \$ _____

Credit Card # _____ Exp. Date: _____

Signature: _____ Date: _____

Please mail or fax this form with payment to: **Taxicab, Limousine & Paratransit Association**
 89th Annual Convention & Trade Show Sponsorships
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 Kensington, MD 20895
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