California Cultural &
Heritage Tourism Corps

Sponsorship Opportunities
6th Annual Symposium
January 27-29, 2010

A 5% discount will be given to all sponsors who commit before October 15, 2009

Sponsorship of the California Cultural & Heritage Tourism Corps's 6th Annual Symposium will give your company an opportunity to build relationships within California's cultural community and with decision makers from destination organizations (convention & visitors bureaus).

The purpose of this symposium is to share ways to identify cultural and historical assets and learn how to use them to bring tourism dollars to communities where they are located. Tourism is California's fourth largest employer and fifth largest contributor to the gross state product. Tourist spending also provides direct support to cultural and heritage venues, and increases public and private support and preservation by demonstrating the economic and social importance of these venues to the surrounding communities.

The California Cultural & Heritage Tourism Corp Symposium provides an opportunity for you to reach travel- and cultural-related businesses, and executive and marketing directors of destination marketing organizations (DMO), with information about your company. Depending on the sponsorship level you choose, your message will be included in follow up materials to attendees (digital form) so that they may pass it on to the businesses in the communities they represent. You will also receive attendee contact information so that you may follow up directly.

Please review the following packages and à la carte opportunities to see how you can promote your products or services to these industry leaders, and support California's cultural and heritage efforts.

For more information, or if you have questions, please contact Teddy Wade at 310-274-2470 or teddywade@roadrunner.com

California Cultural Heritage & Tourism Corps
980 Ninth Street, Suite 480, Sacramento, CA 95814
916-319-5422

SPONSORSHIP OPPORTUNITIES

A 10% discount will be given to all sponsors who commit before August 1, 2009

PRESENTING SPONSOR — $10,000

- Your company name and logo prominently listed as **Presenting Sponsor** on press releases and any other marketing/promotional materials prior to the event (sponsor commitment must be early enough)
- Your Company name and logo prominently listed as **Presenting Sponsor** on minimum of **THREE** e-blasts to potential attendees (list: approx. 10,000 each e-blast from travel/cultural industry)
- Your logo printed on attendees name tags
- Recognition as **Presenting Sponsor** on all event collateral materials (instructions and information to attendees, etc.)
- If your company is in the travel-industry (transportation, hotel, destination) or a product, supplier or service provider to the travel industry, you will receive a link from California Tourism's B2B site (tourism.visitcalifornia.com) to information about your product/service for 3 months.
- Your company prominently displayed as **Presenting Sponsor** on Symposium home page with hyperlink to your company's Web site from Symposium Web site, the call to action on multiple e-blasts to list of approx. 10,000 travel/cultural industry leaders)
- A welcome message "postcard" showing your company as the Presenting sponsor, to be given to attendees at check in or in their rooms
- A table for your company in the Educational Marketplace for you to connect with attendees directly (see description below)
- Your special offer for attendees displayed on Symposium Web site, culturecalifornia.com
- Your special offer for attendees in e-blasts to registrants
- Company name prominently displayed as **Presenting Sponsor** on cover of Symposium program and inside
- Full-page ad within Symposium program
- Mention in content within the Symposium program
- Recognition, thank you and an opportunity to stand at podium at opening event as the **Presenting Sponsor**.
- Company-supplied banner and/or signage displayed in various prominent locations throughout Symposium
- Company logo included in all Symposium on-site signage
- List of attendees & contact information
- Recognition as Presenting Sponsor in follow-up e-thank you letters to attendees
- Recognition as a Presenting Sponsor in CTTC's newsletter to California tourism industry (12k)
- Two complimentary conference registrations

PLATINUM SPONSOR — $5,000

- Your Company name and logo on **THREE** e-blasts to potential attendees (approx. 10,000 each from travel/cultural industry)
- Your logo printed on attendees name tags (if no Presenting Sponsor)
- Logo and link from Symposium Web site, the call to action on e-blasts to potential attendees (list of 10,000)
- If your company is in the travel-industry (transportation, hotel, destination) or a product, supplier or service provider to the travel industry, you will receive a link from California Tourism's B2B site (tourism.visitcalifornia.com) to information about your product/service for 3 months.
- Your special offer for attendees displayed on Symposium Web site, culturecalifornia.com
- Your special offer for attendees in e-blast to registrants
- Company logo in Symposium program acknowledged as Gold Sponsor
- Full-Page page ad in Symposium program

- Company-supplied banner and/or signage displayed in various prominent locations
- Company logo included in all Symposium on-site signage
- List of attendees & contact Information
- Recognition in follow-up e-thank you letters to attendees
- Two complimentary conference registrations

GOLD SPONSOR — $2,500

- Your Company name and logo on **THREE** e-blasts to potential attendees (approx. 10,000 each from travel/cultural industry)
- Logo and link from Symposium Web site, the call to action on e-blasts to potential attendees (list of 10,000)
- Your special offer for attendees displayed on Symposium Web site, culturecalifornia.com
- Company logo in Symposium program
- 1/2 page ad in Symposium program.
- You may bring/send company signage to be displayed on location during Symposium (on easel or banner)
- Company logo listed within on-site signage at Symposium
- List of attendees & contact Information
- Company acknowledged as a sponsor in follow up e-letter to attendees
- Two complimentary conference registrations

SILVER SPONSOR — $1,500

- Your Company name and logo on **TWO** e-blasts to potential attendees (approx. 10,000 from travel/cultural industry)
- Logo and link from Symposium Web site, the call to action on e-blasts to potential attendees (list of 10,000)
- Your special offers for attendees displayed on Symposium Web site, culturecalifornia.com
- Company logo in Symposium program
- 1/2 page ad in Symposium program.
- You may bring/send company signage to be displayed on location during Symposium (on easel or banner)
- Company logo listed within on-site signage at Symposium
- Company acknowledged as a sponsor in follow up e-letter to attendees
- List of attendees & contact Information

BRONZE SPONSOR — $1,000

- Your Company name and logo on **ONE** e-blasts to potential attendees (approx. 10,000 from travel/cultural industry)
- Logo and link from Symposium Web site, the call to action on e-blasts to potential attendees (list of 10,000)
- Company **listing** in Symposium program
- 1/4 page ad in Symposium program.
- Company and logo listed within on-site signage at Symposium
- Company acknowledged as a sponsor in follow up e-letter to attendees
- List of attendees & contact Information

GOLD RUSH SPONSORSHIP — $500

- Logo and link from Symposium Web site, the call to action on **ONE** e-blast to potential attendees (list of 10,000)
- Company listing in Symposium program
- Company listed as sponsor on signage during Symposium
- Company acknowledged as a sponsor in follow up e-letter to attendees

BREAKFAST/LUNCHEON/RECEPTION SPONSORSHIP — $1,500 TO $2,500

There are several opportunities for your company to sponsor a meal or reception.

Sponsors will receive:

- Introduction Breakfast: (Thurs. Morning: $1,800)
  - Sit-down breakfast
  - Company name on signs by near food
  - Verbal acknowledgement of your sponsorship at Symposium
  - Acknowledgement of your sponsorship in Symposium program
  - You may supply brochures or samples on table at entrance to room (during breakfast)
- Continental Breakfast: (Fri. Morning: $1,500)
  - Company name on signs by near food
  - Verbal acknowledgement of your sponsorship at Symposium
  - Acknowledgement of your sponsorship in Symposium program
  - You may supply brochures or samples on table at entrance to room (during breakfasts)
- Receptions ($1,500):
  - Company name on sign at Reception
  - Verbal acknowledgement of your sponsorship at Symposium
  - Acknowledgement of your sponsorship in Symposium program
  - You may supply brochures or samples on table at entrance to room (during Receptions)
- Luncheons ($2,500): (Friday)
  - Company name on signs in room
  - Verbal acknowledgement of your sponsorship at Symposium
  - Acknowledgement of your sponsorship in Symposium program
  - You may supply brochures or samples on table at entrance to room (during Luncheon)
  - You may supply tabletop centerpieces (example, basket of fruit with postcard at top or on side that tells attendees that you are sponsor of Luncheon and inviting them to take the fruit when they leave for a snack later; flowers with your company name on vase or postcard sticking out; something else that ties your company with the event)
  - Company name as sponsor in follow up message to attendees
  - List of attendees with contact information following the Symposium
  - Logo and link from Symposium Web site

SESSION SPONSORSHIP — $1,500 to $1,750

List of sessions will be available in June. This will include the annual Author & Travel Writers Panel. Sponsorships of all sessions will be $1,500, except the keynote session, which will be $1,750.

Sponsors will receive:

- Company name on signage at podium, where attendees look when speaker is speaking
- Company listed in Symposium program as sponsor of session
- You may bring your own signage to display at session
- You may distribute brochures, product samples, etc. (placed on attendees tables or on table by entrance to room)
- Company will receive verbal acknowledgement of sponsorship when speaker is introduced
- Company name included on Web site, which is call to action of e-blasts sent to 10,000 of potential attendees (where they will go to find details of the Symposium

INFORMATION MARKETPLACE — $299

The"**Information Marketplace"** will provide a space with table for you to display your products or services. This is an opportunity to educate cultural/heritage businesses, associations, state management buyers and destination marketing organizations. These key players are here to learn about the latest technology, services and products that will help them grow their businesses. The tables will be 36" round cocktail-height to make it easier to see displays closer to eye level. One registration to attend is included. Additional registrations are $99 before 11/30/09; $119 from 12/1/09 – 1/22/10; or $139 after 1/22/10.

ADVERTISING RATES FOR SYMPOSIUM PROGRAM:

Back Cover	$900
Inside Back Cover	$800
Inside Front Cover	$900
Full Page	$500
1/2 Page	$300
1/4 Page	$200

PRODUCTS AND SERVICES OPPORTUNITIES:

CCHTC welcomes product contributions that can be used to benefit Symposium attendees. These include:

Services: such as "Wi-Fi" or Internet Café (brought to you by company X), transportation (shuttles to nearby restaurants for dinner), table centerpieces (fruit arrangements, flowers, etc,), lanyard/badge holders

Products: such as snacks (nuts, candy, fruit, etc.), notebooks, pens, refillable water bottles (with your logo), hats, tote bags, etc. (with or without your logo)

Product sponsors will receive a verbal thank you at Symposium and in program.

LOCAL BUSINESS SPONSORSHP — $175 or $335

$175 Package:
- 1/6-page ad in Symposium program (grouped with other local advertisers)
- Your special offer for Symposium attendees shown on the cullturecalifornia.com Web site, the call-to action on Symposium e-blasts to 10,000 potential attendees

$335 Package:
- 1/6-page ad in Symposium program (grouped with other local advertisers)
- Your special offer for Symposium attendees shown on the cullturecalifornia.com Web site, the call-to action on Symposium e-blasts to 10,000 potential attendees
- One registrations to Symposium
- Your brochures to Symposium attendees on "Local" table at Educational Marketplace

If you are unable to sponsor this symposium but would like to attend, please send in registrations sheet on page 7.

For more information, or if you have questions, please contact Teddy Wade at 310-274-2470 or teddywade@roadrunner.com

California Cultural & Heritage Tourism Corps

6th Annual Symposium, January 27 - 29, 2010

CORPORATE SPONSORSHIP REGISTRATION FORM

A 5% discount will be given to all sponsors who commit before October 15, 2009

PLEASE SELECT YOUR LEVEL OF SPONSORSHIP:

_____ Presenting Sponsor: $10,000 (please fill out Registration form for each person attending)
_____ Platinum Sponsor $5,000 (please fill out Registration form for each person attending)
_____ Gold Sponsor: $2,500 (please fill out Registration form for each person attending)
_____ Silver Sponsor: $1,500
_____ Bronze Sponsor: $1,000
_____ Gold Rush Sponsorship: $500
_____ Meal Sponsorship: _____ Breakfast ($1,500) _____Lunch ($2,500) _____ Receptions ($1,500)
_____ Session Sponsorship: $1,500 (_____ Keynote Session $1,750)
_____ Local Business Sponsorship: _____ Basic ($175) _____ Premier ($335)
_____ Education Marketplace: $299 (includes one registration to attend)
_____ Symposium Program Advertising: ____Full Page ($500) ____1/2 Page ($300) ____ ¼ Page ($200)
____ Back Cover ($900) ____Inside Front Cover ($900) ____Inside Back Cover ($800)

PLEASE SIGN BELOW TO CONFIRM YOUR FULL SPONSORSHIP IN THE AMOUNT OF $_____

FOR _____ (WHICH PACKAGE, EDUCATIONAL MARKETPLACE, ADVERTISING, ETC.)

NAME _____ _____
(SIGNATURE PLEASE ABOVE) (PLEASE PRINT ABOVE)

COMPANY _____

OFFICE PHONE_____ CELL_____ FAX_____

EMAIL_____

***IF YOU CHOSE THE PRESENTING, PLATINUM OR GOLD SPONSOR PACKAGES (OR INFORMATION MARKETPLACE), PLEASE FILL OUT THE "ATTENDEE REGISTRATION FORM" FOR EACH PERSON ATTENDING THE SYMPOSIUM AS PART OF YOUR PACKAGE. IN PAYMENT SECTION, PLEASE WRITE "SPONSOR" OR "MARKETPLACE" AND THE NAME OF YOUR COMPANY.**

BILLING INFORMATION: Please send invoice to:

Contact: _____ Title: _____

Address: _____

State: _____ City:_____ Zip: _____

Phone: _____ Cell_____ Fax_____

E-mail address: _____

Please return this form by mail, fax or e-mail to: Despina M. Kreatsoulas at:
Email: dkreatsoulas@visitcalifornia.com Fax: 916 444 0410
Mail: CCHTC Sponsorship, c/o California Travel & Tourism Commission, 980 9th Street, Suite 480, Sacramento, CA 95814

If you have questions, please call Teddy Wade at (310) 274-2470 or teddywade@roadrunner.com

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IF YOU ARE A PRESENTING, PLATINUM, GOLD OR MARKETPLACE SPONSOR: PLEASE FILL OUT THIS REGISTRATION FORM TO ATTEND. IN "PAYMENT" PLEASE WRITE "SPONSOR" OR "MARKETPLACE".
All others wishing to attend: please fill out completely.

SIGN UP EARLY

SAVE 30%

through 11/30/09

(After 1/22/10, only on-site registration available at rate of $139)

NEED A PLACE TO STAY?

Room blocks shown on tourism.visitcalifornia.com/cchtc

Stay the weekend and enjoy the Goose Festival, featuring PBS's

Huell Howser

Friday afternoon.

530-345-1865

snowgoosefestival.org

Information: www.chico.ca.us

Symposium Information: Despina Kreatsoulas: 916-319-5422

6th Annual Symposium
January 27-29, 2010 in Chico, California

REGISTRATION FORM TO ATTEND

Sign up early and receive up to 30% off your registration fee!

Full Name:_____

Company:_____

Address:_____

City: _____

Email:_____

Phone: _____

Register me for: (Circle Rate)	**Save 29% (6/15/09-11/30/09)**	Save 14% (12/1/09-1/22/10)	Regular At Door
Annual CCHTC Symposium (January 27 – 29)	**$ 99 - save 29%**	$119	$139
Watchable Wildlife (January 29 — half day)	**$ 59**	$59	$59
Special Rate for Both Events:	**$138 - save 30%**	$159 – save 20%	$198
Deadlines are 5 p.m. on:	**11/30/09**	1/22/10	1/27/10

Payment Method: ❒ Check – payable to "CTTC"
❒ Visa ❒ MasterCard ❒ American Express

Name on Card: _____

Total Amount: _____ Credit Card #:_____

Expiration Date: _____ SEC # (Visa/Mastercard: 3 digit code; AmEx: 4 digits):_____

Signature: _____

Please fax or mail this form to Despina Kreatsoulas:
(916) 444-0410 or 980 9th Street, Ste 480, Sacramento, CA 95814

Refund Policy: 50% of the fees paid will be refunded prior to 1/1/10. No refunds given after 1/1/10.

California Cultural Heritage & Tourism Council
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