

2010 SPONSORSHIP OPPORTUNITIES

Special Event Honoring His Excellency Dr. A.P.J. Abdul Kalam, 11th President of India Formal Dinner , April 12, 2010

Hosted in partnership with the World Affairs Council of Kentucky and Southern Indiana, India Community Foundation, University of Louisville and Greater Louisville International Professionals (GLI).

This event will include a formal dinner and a presentation with Q&A from the former president of India, Dr. Abdul Kalam. President Kalam is making a special visit to Louisville to speak with the business community.

Date: April 12, 2010

Audience: General membership, international community, political leaders, scientists and doctors, professors, C-level and top investors.

Projected attendance: 500+

SPONSORSHIP LEVELS

Presenting Sponsor - \$12,000 (1)

Gold Sponsor - \$7,500 (2)

Silver Sponsor - \$5,000 (4)

Table Sponsor - \$2,000 (unlimited)

PRESENTING SPONSOR AT \$12,000 (ONE AVAILABLE)

Benefits for Presenting Sponsor:

- Naming rights for the event – “Presented by (insert your company name)”
- Recognition from the podium
- Opportunity to introduce speaker and make brief welcoming comments
- One seat at the head table with President Kalam
- Two reserved tables (8 seats per table) at the dinner with preferred seating and table signage
- Opportunity to place an item at each seat
- Live logo included on all electronic invitations sent out (distribution 10,000)
- Company name with a live link displayed on all promotional materials
- Recognized on all partnering organization’s websites
- Full page ad with inside front cover placement to appear in printed programs
- Recognition on sponsor’s page in printed materials
- Company logo displayed on screens at the dinner
- Four tickets to attend Private Reception with President Kalam prior to dinner
- Quote in press releases to both American and Indian media
- Two copies of “India 2020” book authored and personally signed by President Kalam

GOLD SPONSOR AT \$7,500 (TWO AVAILABLE)

Benefits for Gold Sponsor:

- Recognition from the podium
- One reserved table (8 seats per table) at the dinner with preferred seating and table signage
- Live logo included on all electronic invitations sent out (distribution 10,000)
- Company name with a live link displayed on all promotional materials
- Half page ad to appear in printed programs
- Recognition on sponsor's page in printed materials
- Recognized on all partnering organization's websites
- Company logo displayed on screens at the dinner
- Two tickets to attend Private Reception with President Kalam prior to dinner
- One copy of "India 2020" book authored and personally signed by President Kalam

SILVER SPONSOR AT \$5,000 (4 AVAILABLE)

Benefits for Silver Sponsor:

- One reserved table (8 seats per table) at the dinner with preferred seating and table signage
- Live link included on all electronic invitations sent out (distribution 10,000)
- Company name with a live link displayed on all promotional materials
- Quarter page ad to appear in printed program
- Recognition on sponsor's page in printed materials
- Recognized on all partnering organization's websites
- Company logo displayed on screens at the dinner
- One copy of "India 2020" book authored and personally signed by President Kalam

TABLE SPONSOR AT \$2000 (UNLIMITED)

Benefits for Table Sponsor:

- One reserved table (8 seats per table) at the dinner with preferred seating and table signage
- Recognition on sponsor's page in printed programs

Program Partners include:



After-Hours Social Network Events

This Greater Louisville International Professionals initiative specifically focuses on attracting and retaining international talent. The program promotes cultural exchange, increases awareness of the contribution of international talent and showcases our region's diversity.

Meet after work to connect with international professionals, accomplished leaders, entrepreneurs, and recruiters who share one thing in common – a global perspective. Showcase your company's commitment to diversity by sponsoring one of these events.

Frequency: 6

Audience: International professionals, business community, academia, etc.

Projected Attendance: 50+ per

Presenting Sponsor - \$5,000.00

Benefits for Presenting Sponsor:

- Naming rights for the series: "Presented by (insert your company name)"
- Company logo displayed on all marketing materials
- Company logo displayed on all cross-promotional materials
- Opportunity to have a display table at each event
- Company signage to appear at each event
- Company recognized during each event
- Opportunity to welcome the attendees and make some brief comments at each event
- List of attendees provided from each event
- Company name with a live link displayed on G.L.I.P. website on calendar of events page
- Space available for advertising on G.L.I.P. home page website (www.louisvilleinternationals.com) for a period of one year (120 X 200 pixels)
- First right of refusal in 2011

Event Sponsor -\$500

Benefits for Event Sponsor:

- Company logo displayed on all marketing materials
- Opportunity to have a display table at your sponsored event
- Company signage to appear at your sponsored event
- Company recognized at your sponsored event
- Opportunity to welcome the attendees and make some brief comments at your sponsored event
- Company name with a live link displayed on G.L.I.P. website on calendar of events page
- Space available for advertising on G.L.I.P. home page website (www.louisvilleinternationals.com) for a period of one month (15 days prior to event and 15 days post event). 120 X 200 pixels
- First right of refusal in 2011



Website Advertising - www.LouisvilleInternationals.com

Build and keep your brand in the minds of the international community and local recruiters by advertising on G.L.I.P's website. This website is used as a talent attraction tool for out of state and out of country professionals thinking about moving to Louisville. Its exposure is not only global, but also local with a roster of users surpassing 100+ and ever growing.

Users visit this site regularly to register for events, update their profile, search for other users, as well as keep up to date with what's going on in the community and much, much more.

Advertising will be visible on the following pages:

- Homepage – visible to everyone
- Signed up page – visible to registered users only
- Profile Pages – visible to registered users only
- Country pages – visible to everyone

Pricing options:

1 month - \$100.00
3 months - \$ 250.00

- **Specifications:**120 X 200 pixels
- Only three ads available per page
- Able to use flash graphics
- All advertisements, on any landing page, are located against the right border of the display in the following sizes
- Opportunity to change ad every month