

2010 GREAT LAKES LIGHTHOUSE
PRESERVATION CONFERENCE

“BACK TO THE FUTURE”

TRAVERSE CITY
MICHIGAN
JUNE 14-17

SPONSORSHIP
& EXHIBITOR
INFORMATION



Organized by the



MICHIGAN
LIGHTHOUSE
ALLIANCE



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LIGHTHOUSE
ALLIANCE**

2010 GREAT LAKES LIGHTHOUSE PRESERVATION CONFERENCE

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SPONSORSHIP OPPORTUNITIES

Traverse City, MI.
June 14-17, 2010

SPONSOR THE CONFERENCE AND BENEFIT

Access to a broad audience of active and influential decision-makers

- Your company will be promoted on MLA's web site sponsor page for two years with links to your web site.
- Your logo will be included on the conference registration brochure.
- As a First Order sponsor, you will have prominent recognition on all conference mailings and e-mail blasts.
- Your company will be included in all conference promotional materials distributed at the conference received by all attendees.
- Links to your company's web site will appear in all of our e-mail conference notices and on our web site.

Potential for investment in your products & services

- Attendees include architects, landscape architects, contractors, government officials, historians, museums, curators, museum board members, historic property owners, and many more.

Receive publicity and brand affinity

- The Michigan Lighthouse Alliance is a well-respected and established organization not only in Michigan, but nationally as well, thereby ensuring you favorable exposure through your affiliation as a conference sponsor.
- You will be included in event promotions, press releases and brochure publication. Sponsors of the 2010 Conference received exposure in many ways at the conference.
- The 2010 Lighthouse Preservation Conference will garner significant regional and nationwide publicity and promotion through a variety of media marketing vehicles.
- Sponsorships give you acknowledged prestige as a sponsor of the only event of its kind in the nation.

New connections with motivated business leaders in the industry

- Sessions and events allow for interactive networking opportunities
- Sponsorship will give you repeated visibility with our audience.

The Great Lakes Lighthouse Preservation Conference has always been a great opportunity to get inspired, share ideas, and learn from practitioners, various industry professionals and others who are setting new standards for the lighthouse preservation field.



JOIN lighthouse preservation leaders and notable experts in various fields of preservation in Michigan for this important Preservation conference. Don't miss this opportunity to demonstrate your commitment to the protection and preservation of lighthouses by supporting the 2010 Great Lakes Lighthouse Preservation Conference!

Your support will ensure that vital educational opportunities of our historic resources are communicated throughout the nation and lighthouses will be enjoyed and appreciated by future generations to continue to inspire and educate visitors from around the world.

The Great Lakes Lighthouse Preservation Conference will be an exciting gathering of your peers and is a dynamic way to network with like-minded professionals.

The conference will feature:

- o **Conference sessions and panels** that cover all aspects of owning, restoring, and preserving historic lighthouses;
- o **Speakers** that represent a wide range of individuals, corporate, private business, federal and state agencies, local governments, and nonprofit organizations;
- o **Getting Solutions from experts;**
- o **How-To educational sessions** that present step-by-step practical advice;
- o **Island lighthouse trip** to South Manitou Island Lighthouse to discuss how-to's and case studies;
- o **Attending this conference** will enhance your knowledge of how to take care of your lighthouse, manage it and give your organization the technical knowhow to help your lighthouse!
- o and **Networking opportunities** to build relationships with other lighthouse organizations and industry professionals is critical to a successful organization.

*Those interested in obtaining a lighthouse,
already involved in preservation,
this conference is an educational must.*

Where does the money go?

All sponsorship funds and registration fees go to the Michigan Lighthouse Alliance, a 501(c)3 organization that "provides leadership, advocacy and education to ensure the preservation of lighthouses."

Our funds go directly into our programs and conference such as this one.

What are the deadlines associated with inclusion of my logo on collateral?

- Deadline for the registration brochure: March 1, 2010
- Deadline for the event posters: April 1, 2010
- Deadline for the pre-conference e-mails: Must have logo 3 days prior to blast
- Deadline for the conference program: April 1, 2010

Can I have event exclusivity with my sponsorship?

The Michigan Lighthouse Alliance cannot guarantee exclusivity to Sponsors. We will work to ensure that each Sponsor is given sufficient recognition specific to the level.

Where can I get more information on the Annual California Preservation Conference?

You may visit MLA's web site at www.michiganlighthousealliance.org or contact Sally Frye, at (231) 590-4004 or info@michiganlighthousealliance.org.



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**Conference “Fresnel” Sponsorships Available
(120 Attendees Expected at each event)**

First Order

Keynote Dinner Park Place Hotel
June 15
\$1,500

Second Order

Luncheon Events with/Speakers
June 15, 17
\$1,000 Each

Third Order

Boat Trip to South Manitou Island Lighthouse
June 16
\$2,000

Fourth Order

Cocktail Reception
June 14
\$1000

Workshop Sponsorships on Various Lighthouse Topics

16 Total, 8 Each Day
\$200 Each

Coffee Sponsorship

Each Day/All Day
\$200 Each

First, Second, Third and Fourth Order *Fresnel* event sponsors will receive a free separate display booth space on the main floor throughout the conference.



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SPONSORSHIP AGREEMENT

Traverse City, MI. June 14-17, 2010

Yes! My organization commits to sponsor the following item(s) at the level indicated:

Item _____ \$ _____

Item _____ \$ _____

Alternative if above options are already secured:

Item _____ \$ _____

Contact Name/Title _____

Organization _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Web _____

Authorizing Signature _____ Title _____

TOTAL Amount \$ _____

Payment method _____ check _____ PayPal

(Please make check out to Michigan Lighthouse Alliance)

Sponsorships are accepted on a first come, first secured, basis. All sponsorship commitments received before **April 1, 2010** will be listed in the Conference Brochure. Any sponsorships or monies received after **April 1, 2010** will be listed on an insert in the brochure. **All sponsorship monies are due by April 1, 2010.**

Please return this completed form as soon as possible to:

Sally Frye

P.O. Box 346

Acme, MI. 49610

(231)590-4004

lighthousesally@gmail.com