



Sponsorship Guidelines - Page 1 of 3

American Short Line and Regional Railroad Association
2011 Annual Convention — April 30 - May 3, 2011 — San Antonio, Texas



Platinum Event Sponsorships *

SPONSOR BENEFITS & RECOGNITION	Sunday Opening Reception \$30,000	Monday Reception \$25,000	Tuesday Dinner SOLD	Tuesday Reception \$18,000	Monday Exhibit Hall Lunch \$15,000	Registration Desk & Printing SOLD	Convention Flash Drives SOLD	Tuesday After-Hours Lizard Lounge \$10,000	Room Key Cards SOLD	Monday Audio Visual/Production Services SOLD	Tuesday Audio Visual/Production Services \$8,000	Cyber Café SOLD	Monday Morning Refreshment Break SOLD
Attendance	1,500	1,500	800	800	1,300	1,500	1,500	800	1,500	1,300	1,300	1,500	1,300
Miscellaneous Benefits of Sponsorship	May send logoed cups, napkins	May send logoed cups, napkins	---	May send logoed cups, napkins	---	May send logoed pens; logo on all materials printed by ASLRRRA**	Logo on drives**	May send logoed cups, napkins	Logo/ad on hotel room keys**	Special logo placement in General Session PowerPoint; logo on Breakout room screens	Special logo placement in General Session PowerPoint; logo on Breakout room screens	May send logoed pens, note pads; logo set as wallpaper, screensaver; website set as homepage	May send logoed hot/cold cups, napkins, java jackets
One-page Flyer on Flash Drives (1,500 drives)**	Yes	Yes	Yes	Yes	Yes	Yes	Yes Logo printed on drive**	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Program Listing w/ Description & Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Listing (20,585 hits/month)	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link
Banner Hanging***	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Advance Registration List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Meeting Program Listing (1,800 copies)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PowerPoint Recognition at Business Sessions (1,500 attendees)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Views & News Listing (3,000 subscribers)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Table Tent Listing (1,500 attendees)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Ribbons for Badges	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor
Signage (18" x 24") w/ Logo (unless noted otherwise)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*Sponsorship amounts cover only part of events' actual costs.

**Must submit logo/flyer by March 21st to allow time for preparation of materials.

***Sponsor supplies banner (not to exceed 4' x 6').

****ASLRRRA reserves the right to secure additional sponsorship for event if actual attendance exceeds projections.



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Platinum Event Sponsorships*												Sponsor Program		
SPONSOR BENEFITS & RECOGNITION	Tuesday Breakfast SOLD	Saturday Party With a Purpose**** SOLD	Water Cooler Stations SOLD	Monday Breakfast SOLD	Door Prizes SOLD	Committee Meetings \$5,500	Exhibit Hall Green Theater SOLD	Monday Afternoon & Tuesday Morning Refreshment Breaks \$5,000 each	Spouse Program SOLD	Saturday Service Project SOLD	Exhibit Hall Prize Drawing SOLD	Gold Sponsor Group \$1,500	Silver Sponsor Group \$750	Bronze Sponsor Group \$350
Attendance	1,300	350	1,500	1,300	1,500	350	1,500	1,300	150	50	1,500	---	---	---
Miscellaneous Benefits of Sponsorship	---	May send logoed cups, napkins	May send logoed paper cups	---	Business cards attached to ASLRRRA prizes	Logo on meeting room screens; may send logoed hot/cold cups, napkins, java jackets	Logo on theater walls	May send logoed hot/cold cups, napkins, java jackets	---	Includes sponsorship of lunch, transportation	Business cards attached to door prizes	---	---	---
One-page Flyer on Flash Drives (1,500 drives)**	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	---	---	---
Sponsor Program Listing w/ Description & Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes Group List	Yes Group List	Yes Group List
Website Listing (20,585 hits/month)	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	---	---	---
Banner Hanging***	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	---	---	---
Advance Registration List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Meeting Program Listing (1,800 copies)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PowerPoint Recognition at Business Sessions (1,500 attendees)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes No Logo	Yes No Logo	Yes No Logo
Views & News Listing (3,000 subscribers)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes No Logo	Yes No Logo	Yes No Logo
Table Tent Listing (1,500 attendees)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Ribbons for Badges	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Gold Sponsor	Yes Silver Sponsor	Yes Bronze Sponsor
Signage (18" x 24") w/ Logo (unless noted otherwise)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Group List No Logo	Group List No Logo	Group List No Logo

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*** Sponsor supplies banner (not to exceed 4' x 6').

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Golf Outing Sponsorships*					
SPONSOR BENEFITS & RECOGNITION	Golf Outing Lunch \$4,500	Golf Transportation SOLD	Golf Prizes SOLD	Beverage Carts (Two) SOLD	Golf Tee Signs SOLD
Attendance	288	288	288	288	288
One-page Flyer on Flash Drives (1,500 drives)**	Yes	Yes	Yes	Yes	---
Sponsor Program Listing w/ Description & Logo	Yes	Yes	Yes	Yes	Yes No Description or Logo
Website Listing (20,585 hits/month)	Yes With Link	Yes With Link	Yes With Link	Yes With Link	---
Banner Displayed***	Yes	Yes	Yes	Yes	---
Advance Registration List	Yes	Yes	Yes	Yes	Yes
Meeting Program Listing (1,800 copies)	Yes	Yes	Yes	Yes	Yes
PowerPoint Recognition at Business Sessions (1,500 attendees)	Yes	Yes	Yes	Yes	Yes No logo
Views & News Listing (3,000 subscribers)	Yes	Yes	Yes	Yes	Yes No logo
Table Tent Listing (1,500 attendees)	Yes	Yes	Yes	Yes	Yes
Sponsor Ribbons for Badges	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Platinum Sponsor	Yes Sponsor
Signage (18" x 24") w/ Logo (unless noted otherwise)	Yes	Yes	Yes	Yes	Yes 11" x 17"

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