



*Supporting the economic, social and environmental well-being of California's Central Valley.*

201 Needham Street  
Modesto, CA 95354  
Phone: (209) 522-5103  
Fax: (209) 522-5116  
[www.greatvalley.org](http://www.greatvalley.org)

Spring, 2010

Dear Friends:

The Great Valley Center is thrilled to announce plans for its Annual Conference to be held May 6 & 7, 2010. The conference will take place in Modesto. The theme this year is *Valley Up: Ideas, Innovation, and Inspiration*. Presentations will focus on regional change and real life solutions that will help the Central Valley's economy as it begins to rebound.

We invite you to participate in this event as a sponsor. Five levels of sponsorship are available. The cost and benefits received at each level are described on the enclosed chart. [<imbed link to sponbenechart.doc >](#)

Attended annually by more than 600 representatives of business, government and community organizations within the 19-county Great Central Valley, this conference is the area's only annual event that focuses specifically on region-wide issues. Speakers will present a range of perspectives on topical issues and dynamics affecting the quality of life in California's Great Central Valley in the areas of health, social and community-well being, transportation, land use, energy, the environment, water, the economy, workforce preparedness and education. The conference also provides exposure to Valley resources, and opportunities for networking with Valley and statewide stakeholders.

Conferences such as this cannot happen without the participation of sponsoring organizations such as yours. Please consider joining us as a sponsor. You may confirm your participation by filling out and faxing (209-522-5116) the enclosed sponsor registration form as soon as possible.

Information on past conferences and other Great Valley Center activities is available on our web site, [www.greatvalley.org](http://www.greatvalley.org). If you have questions on sponsorship, I am available at 209-522-5103 or [heidi@greatvalley.org](mailto:heidi@greatvalley.org). I hope we can include your organization as a sponsor for the 2009 conference, and look forward to hearing from you soon.

Sincerely,

Heidi Arno  
Director of Administration



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## CONFERENCE SPONSOR REGISTRATION

GREAT VALLEY CENTER CONFERENCE  
**Valley Up: Ideas, Innovation, Inspiration**

MAY 6 & 7, 2010

Organization: \_\_\_\_\_  
As you would like it to appear in conference materials.

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

PLEASE SELECT YOUR SPONSORSHIP LEVEL:

Platinum Sponsor	Gold Sponsor	Event Sponsor	Session Sponsor	Exhibitor
\$25,000	\$10,000	\$6,000	\$2,500	\$850

All sponsorship levels receive an exhibit space in the Regional Mall to display their products and services; however, some sponsors prefer not to have an exhibit.

WILL YOU USE AN EXHIBIT SPACE?

YES \_\_\_\_\_

No, thanks \_\_\_\_\_

**PAYMENT:** Please make check payable to Great Valley Center and mail, along with this form, to 201 Needham Street, Modesto, CA 95354.

**PAYMENT BY CREDIT CARD:**

Indicate card type:    VISA                    MasterCard                    American Express

Amount to be charged: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card # \_\_\_\_\_ Signature \_\_\_\_\_

The Great Valley Center is affiliated with the University of California Merced, which serves as fiscal agent for credit card charges. Credit card transactions appear on statements with the vendor name UC Merced.

The Great Valley Center is a 501 (c) c tax-exempt organization. Tax ID 77-0450770.

You may fax credit card payments to Great Valley Center, Attn: Heidi Arno, at **209-522-5116**

<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>	<b>Event Sponsor</b>	<b>Session Sponsor</b>	<b>Exhibitor</b>
<b>\$25,000</b>	<b>\$10,000</b>	<b>\$6,000</b>	<b>\$2,500</b>	<b>\$850</b>
Most prominent recognition throughout the conference and on all promotional materials, print and electronic.	Recognition throughout the conference and on conference promotional materials, print and electronic.	Recognition at the selected event or general session and on conference promotional materials.	Recognition in conference program and web site.	Recognition in the conference program and web site.
Opportunity to be recognized on a special promotional item designed specifically for the conference.	Opportunity to introduce a speaker or presenter at a general conference session.	Opportunity to introduce a speaker or presenter at the selected event or general session.	Opportunity to introduce speakers at a selected breakout session.	Space in the conference exhibit area.
Opportunity to introduce the keynote speaker at a general conference session.	Organization listed by logo and name on conference web site with a link to organization's site.	Organization listed by logo and name on conference web site with a link to organization's site.	Space in the conference exhibit area	One full complimentary conference registration plus two exhibit attendees to staff your exhibit.
Organization logo and name listed on conference web site with a link to organization web site.	Invitation to a private dinner with speakers and other dignitaries.	Invitation to a private dinner with speakers and other dignitaries.	Two full complimentary conference registrations plus two exhibit attendees to staff your exhibit.	
Invitation to a private dinner with speakers and other dignitaries.	Recognized at a general session awards event where you will receive a unique conference memento.	Recognized at a general session awards event where you will receive a unique conference memento.		
Recognition at a general session awards event where you will receive a unique conference memento.	High-traffic space in the conference exhibit area.	Space in the conference exhibit area.		
Highest-traffic space in the conference exhibit area.	Six full complimentary conference registrations plus four exhibit attendees to staff your exhibit.	Four full complimentary conference registrations plus three exhibit attendees to staff your exhibit.		
Ten full complimentary conference registrations plus five exhibit attendees to staff your exhibit.				

More than 100,000 conference promotional pieces, print and electronic, will be distributed prior to the conference.