



## Community Salute 2012

**Date:** March 15 – April 15, 2012  
**Time:** 7:45 – 9:15am  
**Keynote Speaker:** To be named  
**Location:** Back Bay or Seaport Area, Boston, MA

### Quick Facts for Sponsors:

#### The typical audience at The Boston Club's Community Salute

- Over 400+ business leaders from diverse industries.
- Over 200 companies are represented and the average attendee is 39-59 years old.
- Eighty percent (80%) are women from the typical Boston Club profile as well as leaders from their respective organizations, industries and communities.

#### Reasons to support the Community Salute

- Support of the Salute places your company, products and services directly in front of a significant audience of executive women, and the companies and boards they run.
- This audience is responsible for over 80% of all purchases of goods and services in our local economy and provides you with an opportunity to showcase your organization.
- This event celebrates the many women The Boston Club has placed on nonprofit boards, the contributions they make to community-based organizations and the fact that The Boston Club is one of the most influential board "recruiters" in the region.

#### Types of Marketing Opportunities

- Marketing opportunities include all media releases,
- Marketing and promotional materials,
- advertising in event programs, on-site signage,
- VIP seating
- Web posting and hyperlinks.

#### Event proceeds dedicated to specific cause

- The Club will present its 2011 Advancement Award to a charitable organization that advances the health of women and their families by reducing disparities in health care access.
- Past recipients have included the Center for Women and Enterprise; Big Sister Association of Greater Boston; Bottomline; Esperanza Academy of Lawrence, MA and Mujeres Unidas en Accion.

#### Past Community Salute Keynote Speakers include

Ophelia Dahl, President, Executive Director, Co-Founder, Partners in Health  
Kathy Cloninger, CEO, Girl Scouts, USA  
Wendy Kopp, Founder & CEO, Teach for America  
Gillian Martin Sorensen, Assistant Secretary General, United Nations  
Janet McKinley, Chair, Oxfam America



## Community Salute Marketing Offerings

We are delighted to present the following marketing opportunities, yet welcome the chance to build a customized program that suits your marketing needs and meet your organizational goals.

### *Marketing Benefits*

**Presenting Sponsor . . . . . \$15,000**

- Event named “The Boston Club Community Salute presented by *Your Company*”
- Inclusion in all event-related publicity materials
- Website posting and hyperlink for 90 days
- On-site signage and distribution of marketing materials
- (2) VIP tables of 10, plus one seat for your CEO at speaker table
- Company logo on all program and promotional materials
- Optional pre/post event display/sampling tables
- Recognition from podium at start and prior to conclusion of event
- Quarter-page advertising space in program book
- Right of first refusal and rate protection for 2013 Event commitment
- *Add Category Exclusivity* . . . . . +\$10,000
- Opportunity to negotiate additional sponsor benefits

**Supporting Sponsor . . . . . \$10,000**

- Inclusion in all event-related publicity materials
- Website posting and hyperlink for 60 days
- VIP table of 10
- Company logo on all program and promotional materials
- Optional pre/post event display/sampling tables
- Recognition from podium at start and prior to conclusion of event
- On-site signage and distribution of marketing materials
- One-eighth page advertising space in program book
- Right of first refusal and rate protection for 2013 Event commitment

**Contributing Sponsor . . . . . \$5,000**

- Company logo in program book
- Website posting and hyperlink for 30 days
- Table for 10 with preferred seating
- Optional pre/post event display/sampling tables
- Recognition from podium at start and prior to conclusion of event

**Table Sponsor . . . . . \$3,000**

- Company listed in program book
- Table for 10 with preferred seating