



“Knowledge, Energy, Passion”
5TH Annual W.I.L.D. Conference Friday, May 11, 2012
Erie Bayfront Convention Center

**Exclusively Limited and Wildly Exciting
Opportunities
for Your Organization to Kindly
Consider**

2012 Sponsorship Opportunities Secured

2012 Sponsorship Opportunities Available



Updated 04/18/2012 (Tier 1)

"The W.I.L.D. Way to Wellness" - \$7,500
UPMC Hamot

Your company can enjoy **"The W.I.L.D. Way to Wellness"** inside the Great Hall at the Erie Bayfront Convention an area that will be transformed into your own special corridor. *This Exclusive W.I.L.D. Sponsorship offers flexibility regarding size, theme and potential demonstrations and activities for conference attendees.* **"The W.I.L.D. Way to Wellness"** is a showcase opportunity for your company to promote health, nutrition, exercise, disease prevention, and a number of other themes that you might like to pursue regarding women's health. This special corridor will include up to 20 booth spaces. Your company will also receive:

1. VIP W.I.L.D. Reception (up to 9 invitees) for the evening preceding conference
2. Nine (9) complimentary tickets to conference
3. Targeted publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: full page color ad
 - W.I.L.D. Planning Committee Meetings
4. Contact information for all attendees, sponsors, speakers and exhibitors
5. Distinctive name badge which recognizes your company as a leading W.I.L.D. Sponsor

"W.I.L.D. Satchel Sponsor" - \$7,500
UPMC Health Plan

The "W.I.L.D. Satchel," a conference favorite, is made by Lamis. This highly identifiable tote bag is a great tangible item to highlight your support of the 5th Annual W.I.L.D. Conference. Your organization's logo will be strategically placed on the "W.I.L.D. Satchel." Each of the W.I.L.D. Conference attendees will carry your company-sponsored and highly identifiable W.I.L.D. satchel for years to come! In addition, your sponsorship will include the following:

1. VIP Reception (up to 9 invitees) for the evening preceding conference
2. Nine (9) complimentary tickets
3. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
4. Targeted Publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: full page color ad
 - W.I.L.D. Planning Committee Meetings
5. Contact information for all attendees, sponsors, speakers and exhibitors
6. Distinctive Name Badge recognizing your company as a leading W.I.L.D. Sponsor

"Entrepreneurship Speaker Sponsor" \$7500 or 2 @ \$3,750
Gannon University College of Engineering and Business
(Opportunities still available)

Your company will have the delightful opportunity to sponsor enterprising entrepreneur **Peggy Klaus**. Klaus has appeared on Nightline, the Today Show and her advice is often quoted in the Wall Street Journal, BusinessWeek and O Magazine. Klaus can list Fortune 500 companies among her clients including MasterCard, General Mills and the National Football League. She is the author of "Brag! The Art of Tooting your Own Horn Without Blowing It" and "The Hard Truth About Soft Skills: Workplace Lessons Smart People Wish They'd Learned Sooner." Your company representative is invited to introduce the highly respected and in demand **Peggy**

Klaus at the W.I.L.D. Conference on Friday, May 11, 2012 and at the VIP W.I.L.D. Reception on the evening of Thursday, May 10, 2012 preceding conference. **Learn more about this Fortune 500 coach and dynamic lady at www.klausact.com.** The VIP W.I.L.D. Reception will provide an intimate opportunity to meet the W.I.L.D. speakers and the leading sponsors who make the W.I.L.D. Conference possible. (Note: Lower sponsorship level means reduced benefits)

At the **\$7500** level, your company will also receive:

1. VIP W.I.L.D. Reception (up to 9 invitees) for the evening preceding conference
2. Nine (9) complimentary tickets to conference
3. Opportunity to introduce **Peggy Klaus, the Entrepreneurial Speaker**
4. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
5. Targeted publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: Full page color ad
 - W.I.L.D. Planning Committee Meetings
6. Contact information for all attendees, sponsors, speakers and exhibitors
7. Distinctive name badge which recognizes your company as a leading W.I.L.D. Sponsor

“Leadership Speaker Sponsor” \$7500 or 2 @ \$3,750
**Erie Insurance* (1 opportunity remaining)*

Your company will have the exciting opportunity to sponsor **Grace Killelea**, Senior Vice President of Talent & Leadership Initiatives for Comcast. Killelea heads the company's talent- acquisition, talent-management and diversity-recruitment efforts, helping to attract and grow a capable and diverse group of leaders. *Killelea is the author of “Walking with Grace”* her true story on being seriously overweight and preparing herself to walk 60 miles to raise money for breast cancer. Your company representative will be invited to introduce **Grace Killelea**, at both the W.I.L.D. Conference and the VIP W.I.L.D. Reception on the evening of Thursday, May 10, 2012 preceding conference. The VIP W.I.L.D. Reception provides an intimate opportunity to meet the W.I.L.D. speakers and the leading sponsors who make the W.I.L.D. Conference possible. (Note: Lower sponsorship level means reduced benefits)

At the \$7500 level, you company will receive the following:

1. VIP W.I.L.D. Reception (up to 9 invitees) for the evening preceding conference
2. Nine (9) complimentary tickets to the conference
3. Opportunity to introduce **Grace Killelea, the Leadership Speaker**
4. Exhibit hall booth (10 X 10) for your company to display and distribute materials
5. Publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: full page color ad
 - W.I.L.D. Planning Committee Meetings
6. Contact information for all attendees, sponsors, speakers and exhibitors
7. Distinctive name badge which recognizes your company as one of the leading W.I.L.D. Sponsor

“W.I.L.D. Conference Breakfast Sponsor” 3 @ \$2,500
**Valley Surgical Arts* (2 remaining)*

This is an excellent prospect for your organization to be in the spotlight with all conference attendees by having your company brochure placed at every Grand Ballroom Breakfast table (total tables will range from approximately (60-70) at the event.

At the **\$2500** level, your company will receive:

1. VIP W.I.L.D. Reception (up to 3 invitees) for the evening preceding conference
2. Three (3) complimentary tickets to conference
3. Emcee announces sponsorship corporations along with respective tag lines
4. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
5. Targeted publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: quarter (1/4) page color ad
 - W.I.L.D. Planning Committee Meetings
6. Distinctive name badge which recognizes your company as a leading W.I.L.D. Sponsor

"W.I.L.D. Centerpiece Sponsor" - \$5,000
Erie Federal Credit Union

As the W.I.L.D. Centerpiece Sponsor, your company's logo is prominently displayed before all attendees throughout the conference. This is a prime location to showcase your company and to provide an informational brochure. The centerpieces have become a very popular item over the years. In addition, your sponsorship will include the following:

At the \$5,000 level, your company will receive:

1. VIP W.I.L.D. Reception (up to 6 invitees) for the evening preceding the conference
2. Six (6) complimentary tickets to the conference
3. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
4. Publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: half (1/2) page color ad
 - W.I.L.D. Planning Committee Meetings
5. Distinctive name badge recognizing your company as a leading W.I.L.D. Sponsor

"W.I.L.D. Lanyard Sponsor" - \$2,500
Gannon University College of Engineering and Business

All conference attendees will wear your company-sponsored lanyard to hold their W.I.L.D. name badge. Your organization's name will be uniquely positioned on this highly visible and tangible item. In addition, your sponsorship will include the following:

1. VIP Reception (up to 3 invitees) for the evening preceding conference
2. Three (3) complimentary tickets to conference
3. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
4. Targeted Publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website (wild.sbdcgannon.org)
 - W.I.L.D. Conference program: quarter (1/4) page color ad
 - W.I.L.D. Planning Committee Meetings
5. Distinctive name badge which recognizes your company as a leading W.I.L.D. Sponsor

“VIP W.I.L.D. Reception Sponsor - Thursday, May 10, 2012 @ Under the Clock”~ \$3,000 Advanced Placement Services, Inc.

On the eve of the 2012 Conference, with all of the anticipation, motivation and inspiration to look forward to, this sponsorship level is indeed a thrilling event! As hosts of this gathering, your guests will enjoy artistically hors d’oeuvres and cash bar. As well as networking with other leading W.I.L.D. sponsors, your company invitees will be introduced and enjoy an evening with the 2012 W.I.L.D. conference speakers. Your company will also receive:

1. Up to (10 invitees) for VIP W.I.L.D. Reception
2. Three (3) complimentary tickets to the conference
3. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
4. Targeted publicity featuring your generous sponsorship and your company logo:
 - W.I.L.D. Website (wild.sbdcgannon.org) and other social media outlets
 - W.I.L.D. Conference program: quarter (1/4) page color ad
 - W.I.L.D. Planning Committee Meetings
4. Distinctive name badge which recognizes your company as a leading W.I.L.D. VIP Sponsor

*“Gannon University SBDC Small Business Spotlight”
*Dahlkemper Landscape Architects & Contractors*Erie Bank*
Schaffner Knight Minnaugh & Co.
(Opportunities available)*

**[Prequalified non-compete professional firms servicing small businesses
Total contribution per firm-\$2,000 each/opportunities available]**

This is an excellent marketing opportunity for your organization to be given the spotlight at the **5th Annual W.I.L.D. Conference on Friday, May 11, 2012.** Your firm will be professionally recognized for its resourcefulness, talent and commitment to businesses owners in a professional video designed to profile your organization. This video is one of the highlights of our revitalized lunch program. This sponsorship is offered on a first come, first serve basis. **We are offering this sponsorship to only noncompeting firms.**

The W.I.L.D. Conference puts the spotlight on small business because the mission of the Gannon University Small Business Development Center (SBDC) is to help businesses, start, grow and prosper. Gannon SBDC consultants offer one-on-one services at absolutely no charge. We help start-up and existing businesses by helping to set goals, develop new products and services, find new markets and help find ways to increase revenues, decrease costs and boost the bottom line. To learn more about the consulting services available at the Gannon SBDC call 814-871-7273 or 1-877-258-6648 or online at www.sbdcgannon.org. Each participating “High 5” firm will also receive the following benefits:

1. A professional produced video profile of your company and the other “**Small Business Spotlight Sponsors**”
2. Two (2/ for each Spotlight Sponsor) complimentary tickets to the conference.
3. VIP Reception (2 invitees/for each Spotlight Sponsor) for Thursday, May 10, 2012
4. Exhibit Hall booth (10 x 10) for your company to display and distribute materials
5. Targeted publicity featuring your generous sponsorship and your company logo through various media outlets:
 - W.I.L.D. Website: wild.sbdcgannon.org
 - W.I.L.D. Conference program: full page color ad featuring all “**Small Business Spotlight**” firms
 - W.I.L.D Planning Committee Meetings
6. Distinctive name badge which recognizes your company as a leading W.I.L.D. Sponsor.

We wildly welcome other creative ideas and outlets for your monetary contributions. In addition to the sponsorship opportunities, your organization can also donate a company marketing item (no paper please) for the attendees' satchels, which will be a strategic marketing initiative for a long-term leave behind. For questions or additional information, please contact the W.I.L.D. Coordinator at the Gannon University SBDC.

- Marsha MacKinnon @ 814-871-7767 or mackinno001@gannon.edu

In the true nature of W.I.L.D. networking, your company is welcome to collaborate or partner with another company to support the 2012 W.I.L.D. Conference thereby reducing your monetary commitment. Please indicate your sponsorship commitment in a manner that provides us the capability of complying with all reciprocal benefits.