

# 2011 Sponsorship & Advertising Opportunities Contract

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Company Web site: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

AWC Member:  Yes  No Date Joined: \_\_\_\_\_  Chapter: \_\_\_\_\_  Independent

## Sponsorship Opportunities

### Annual Sponsorships

- Platinum - \$10,000
- Gold - \$5,000
- Silver - \$2,500
- Bronze - \$1,000

### Item Sponsorships

- Clarion Competition - \$2,500
- Job Board (monthly) - \$1,000
- Webinar - \$250

### Conference Event Sponsorships

- Official Conference Sponsor - \$10,000
- Matrix & Clarion Dinner Sponsor - \$5,000
- Headliner Luncheon - \$4,000
- Clarion Reception Sponsor - \$2,500
- Welcome Reception Sponsor - \$1,500
- Bookstore Sponsor - At Sponsor's Cost
- Night-Out Sponsor - \$2,000
- General Session Sponsor - \$1,250
- Single Session Sponsor - \$700
- Breakfast Sponsor - \$500

### Conference Item Sponsorships

- Flash Drive Sponsor - \$2,500
- Hot Zone Sponsor - \$2,000
- Tote Bag Sponsor - \$800
- Lanyard Sponsor - \$800
- Professional Communicator Scholarship - \$1,250
- Student Scholarship - \$500

## Advertising Opportunities

### Communiqué

- |                                      | 1x    | 3x    | 6x    |
|--------------------------------------|-------|-------|-------|
| <input type="checkbox"/> Banner Ad   | \$450 | \$400 | \$250 |
| <input type="checkbox"/> Vertical Ad | \$250 | \$200 | \$150 |
| <input type="checkbox"/> Button Ad   | \$100 | \$75  | \$50  |

### Website

- Banner Ad - \$500
  - Button Ad - \$250
- ### Job Board
- Banner Ad - \$500
  - Button Ad - \$250

### Conference Program

- Full Page (back cover) - \$700
- Full Page (inside front cover) - \$650
- Full Page (inside back cover) - \$600
- Full Page - \$500
- 1/2 Page - \$300
- 1/4 Page - \$175
- 1/8 Page - \$75

## Payment Information

Total Amount Due: \_\_\_\_\_ Payment Type:  Check  Credit Card Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

Note: Checks should be made payable to The Association for Women in Communications and mailed to AWC, 3337 Duke Street, Alexandria, VA 22314

Sponsor/Advertiser agrees to pay the amounts due as indicated above and comply with the rules and regulations outlined in this Sponsorship and Advertising Contract; and any additional rules, regulations and information as may be adopted by AWC. (Note this application does not become a binding commitment unless and until signed by AWC and full payment received)

Signature of Authorized Representative of Company Requesting Sponsorship/Exhibit/Advertising Space \_\_\_\_\_ Date \_\_\_\_\_

The Association for Women in Communications, Pam Valenzuela, Executive Director \_\_\_\_\_ Date \_\_\_\_\_

# Rules and Regulations

**1. Purpose:** The Association for Women in Communications (AWC) is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

**2. Definitions:** The term "Sponsor" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for sponsorship and agreed to enter this Contract. The term "Advertiser" refers to the organization or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for advertising and agreed to enter this Contract. The term "Conference" refers to the 2011 AWC National Conference scheduled to be held October 13-15, 2011, in Tulsa, Oklahoma.

**3. Term:** The Term of the Contract will commence on the date and year set forth above and will continue as follows:

- a. 2011 Annual AWC Sponsor – agreement will terminate one year from the date of commencement
- b. 2011 Conference Sponsor – agreement will terminate October 15, 2011
- c. Clarion Competition or Webinar Sponsor - agreement will terminate one year from the date of commencement
- d. Job Board Sponsor – agreement will terminate one month from the date of commencement
- e. Advertise in Communiqué – agreement will terminate after contracted ads have run
- f. Advertise on Website - agreement will terminate one month from the date of commencement
- g. Advertise on Job Board - agreement will terminate one month from the date of commencement
- h. Advertise in Conference Program - agreement will terminate October 15, 2011

**4. Advertisements:** AWC reserves the right to reject any advertisement that it deems is inappropriate. AWC will allow Advertiser the opportunity to submit an alternative advertisement, but will not reimburse Advertiser for any advertising fees paid. AWC also reserves the right to alternate your ad with other ads in a scrolling ad space.

**5. Sponsorship and Advertising Contract:** The Sponsorship and Advertising Contract, the official sponsorship, and/or advertising confirmation, and the payment of sponsorship, and/or advertising space together will constitute a contract for the right to sponsor and advertise. AWC reserves the right to reject any applications for space, for any reason.

**6. Indemnification:** This Contract shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between AWC and Sponsor, or Advertiser. Sponsor and/or Advertiser hereby agrees to indemnify, defend, save and hold harmless AWC and their subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor/Advertiser or any of its officers, directors, employees, or agents; (ii) any use of Sponsor's/Advertiser's name, logo, website, or other information, materials, products, or services provided by Sponsor/Advertiser; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor/Advertiser in this Contract. This indemnity shall require the payment of costs and expenses by Sponsor/Advertiser as they occur. AWC shall promptly notify Sponsor/Advertiser upon receipt of any claim or legal action referenced herein. The provisions herein shall survive any termination or expiration of this Contract.

**7. Observance of Laws:** Sponsors/Advertisers agree to be bound by all Conference rules and regulations outlined here and any additional rules, regulations, and information as may be adopted by AWC. Sponsors/advertiser further agree to abide by and observe all laws, rules, regulations and ordinances of any applicable government authority and all rules of the hotel property.

**8. Fire Regulations:** Sponsors/Advertisers must abide by local law or ordinances, as well as hotel policies.

**9. Cancellation or Termination:** AWC reserves the right to cancel any sponsorship or advertisement, in its sole discretion. If such cancellation is not due to violation by the sponsor/advertiser of its contractual obligations, including adherence to these rules and regulations, then, as the sole remedy, AWC shall refund the amount paid to AWC for the sponsorship, or advertisement. If because of war, fire, strike, construction or renovation project, government regulation, public catastrophe, Act of God or any other cause beyond the control of AWC or hotel property or any part thereof is prevented from being held, is canceled by AWC, or the space becomes unavailable, the obligations of the parties under this Contract shall be automatically terminated and all payments made by Sponsor and/or Advertiser under this Contract shall be refunded to Sponsor and/or Advertiser, less a pro-rated share of expenses actually incurred by AWC in connection with the Conference. In no case shall the amount of refund exceed the amount of the sponsorship, advertising, fee paid.

**10. Registration of Visitors:** AWC shall have sole control over admission policies at all times. All persons visiting the Conference session rooms and the exhibit area, as well as Sponsor/Advertiser personnel, shall be required to register and wear an appropriate badge while in attendance.

**11. Security:** AWC and the hotel property or any officer or employee thereof will not be responsible for the safety of the property or the Sponsor/Advertiser or its agents and employees from theft, damage by fire, accident, or any other cause.

**12. Amendment to Rules and Regulations:** Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of AWC. These Rules and Regulations may be amended, at any time, by AWC, and all amendments so made shall be binding on the Sponsor/Advertiser equally with the foregoing Rules and Regulations.

**13. Agreement to Terms, Conditions and Rules:** Sponsor/Advertiser agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additions to Terms, Conditions and Rules made by AWC from time to time for the efficient operation of the conference, including but not limited to, those contained in this Contract. In addition to AWC's right to terminate a Sponsorship, terminate an ad, and withdraw their acceptance of the Contract, AWC, in its sole judgment, may refuse to consider for participation in future sponsorships/advertisements to any Sponsor/Advertiser who violates or fails to abide by all such Terms, Conditions and Rules. There is no other agreement or warranty between the Sponsor/Advertiser and AWC except as set forth in this document. The rights of AWC under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of AWC.

**14. Limitation of Damages and Warranties.** IN NO EVENT SHALL AWC BE LIABLE FOR ANY LOST REVENUES OR LOST PROFITS, OR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES OF ANY NATURE WHATSOEVER. AWC HEREBY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. NOTWITHSTANDING ANY OTHER PROVISION, CUSTOMER SHALL BE LIABLE TO SPONSOR, OR ADVERTISER, FOR AN AMOUNT IN EXCESS OF THE AMOUNT PAID BY SUCH PERSON TO AWC, REGARDLESS OF THE NATURE OF THE CLAIM.

**15. Dispute Resolution:** The sole method of resolving any dispute between AWC and sponsor/advertiser that cannot be resolved by negotiation shall be submission of such dispute to a court in or for Alexandria, Virginia, and both agree to submit themselves to the personal jurisdiction of the same.



The Association for  
**Women in Communications**

3337 Duke St., Alexandria, VA 22314

Phone: (703) 370-7436 Fax: (703) 342-4311

www.womcom.org • info@womcom.org