

# Sponsorship Packages

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## Silicon Valley Association Of Health Underwriters 2010



### MISSION STATEMENT

Provide ethical leadership and education in the community regarding health and benefit issues and act as consumer advocates with legislative leaders at both the Federal and State Level.

# DIAMOND Sponsorship      \$ 7,000

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## SVAHU ANNUAL HEALTH EXPO PARTICIPATION

- Exhibitor Booth Package
  - Includes: 2 complimentary registrations.
  - First choice of booth location.
- Program Book
  - Sponsorship & Exhibitor listing.
  - Full page advertisement, choice of premium ad location.

## IN TOUCH NEWSLETTER

- Sponsorship listing - All Issues (Currently 6).
- Full-page advertisement - All Issues (Currently 6).

## SVAHU EVENTS

- Vendor table available at **all meetings** with one representative (to display company promotional materials).

## SVAHU WEBSITE

- Basic sponsorship listing.
- Prominent logo advertisement with live link to sponsor's website.

## MAIN EVENT SPONSORSHIP\*\*

Please indicate your choice of **2 (two) Sponsorships** on the following events:  
**(First Paid, First Choice)**

- Annual Sales Expo
  - Registration Table
- Annual Holiday Party & Toy Drive Sponsor
- Continuing/Consumer Education (CE) Meeting Sponsor
  - Please indicate your preferred meetings:
    - \_\_\_\_\_ February
    - \_\_\_\_\_ April
    - \_\_\_\_\_ June
    - \_\_\_\_\_ August
    - \_\_\_\_\_ November

\*\* *Each of the Main Event Sponsorships will receive the following benefits:*

- *Top billing in all event promotional materials including flyers and programs*
- *Sponsor Company's Banner (provided by sponsor) displayed in prominent view*

# RUBY Sponsorship      \$ 4,000

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## SVAHU ANNUAL HEALTH EXPO PARTICIPATION

- Exhibitor Booth Package
  - Includes: 2 complimentary registrations.
- Program Book
  - Sponsorship & Exhibitor listing.
  - Full page advertisement.

## IN TOUCH NEWSLETTER

- Sponsorship listing - All Issues (Currently 6).
- Half-page advertisement - All Issues (Currently 6).

## SVAHU EVENTS

- Vendor table available at **all meetings** with one representative (to display company promotional materials).

## SVAHU WEBSITE

- Basic sponsorship listing.

## MAIN EVENT SPONSORSHIP

Please indicate your choice of **1 (one) Sponsorship** on the following events:  
**(First Paid, First Choice)**

- Continuing/Consumer Education (CE) Meeting Sponsor
  - Please indicate your preferred meetings:
    - \_\_\_\_\_ February
    - \_\_\_\_\_ April
    - \_\_\_\_\_ June
    - \_\_\_\_\_ August
    - \_\_\_\_\_ November

**\*\* Each of the Main Event Sponsorships will receive the following benefits:**

- *Top billing in all event promotional materials including flyers and programs*
- *Sponsor Company's Banner (provided by sponsor) displayed in prominent view*

## **SAPPHIRE Sponsorship      \$ 2,000**

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### **SVAHU ANNUAL HEALTH EXPO PARTICIPATION**

- Exhibitor Booth Package
  - ➔ Includes: 2 complimentary registrations.
- Program Book
  - ➔ Sponsorship & Exhibitor listing.

### **IN TOUCH NEWSLETTER**

- Sponsorship listing - All Issues (Currently 6)
- Half-page advertisement - 3 Issues
  - Please indicate your preferred issues:
    - \_\_\_\_\_ Jan/Feb
    - \_\_\_\_\_ Mar/Apr
    - \_\_\_\_\_ May/Jun
    - \_\_\_\_\_ Jul/Aug
    - \_\_\_\_\_ Sep/Oct
    - \_\_\_\_\_ Nov/Dec

### **SVAHU EVENTS**

- Vendor table available at **all meetings** with one representative (to display company promotional materials).

### **SVAHU WEBSITE**

- Basic sponsorship listing.

## **PEARL Sponsorship    \$500.00**

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Pearl sponsorship is available for general agent, carriers or brokerage offices that are wishing to step up and get involved in our association for one-time events. It is also a great opportunities for Jewel Sponsors who are looking for a little more exposures from our events and membership.

These sponsorships are for one-time events such as, meeting sponsor, name badge sponsor, mixers etc...

### **2010 Mixers**

(Please indicate which month you would like to sponsor)

- January
- March
- May
- July
- September
- November

If you're interested in these sponsorships, please contact:

**Art Young** at 650-838-1080 or [ayoung@artyounginsurance.com](mailto:ayoung@artyounginsurance.com)

# 2010 SPONSORSHIP COMMITMENT FORM

## Sponsor Information:

Company: \_\_\_\_\_

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

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

\_\_\_\_\_

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

E-mail: \_\_\_\_\_

## Sponsorship Type:

Diamond \$ 7,000

Ruby \$ 4,000

Sapphire \$ 2,000

## Payment Method:

\_\_\_\_\_ Check, made payable to SVAHU

\_\_\_\_\_ Credit Card (American Express, MasterCard or Visa)

Card #: \_\_\_\_\_ Exp.Date: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Card V-Code: \_\_\_\_\_

**Please return this form along with your payment to:**

### **SVAHU**

Attn: 2009 Jewel Sponsorships

PO Box 1071

Fresno, CA 93714

*For more information, please call (877) 748-0815*

***Thank you for your continuing support of SVAHU!***



## **SWAHU NEWSLETTER ADVERTISING RATES**

<b>Ad Size</b>	<b>1 Issue</b>	<b>2 Issues</b>	<b>3 Issues</b>	<b>4 Issues</b>	<b>5 Issues</b>	<b>6 Issues</b>
<b>Business card</b>	\$45	\$90	\$130	\$170	\$200	\$240
<b>¼ page</b>	\$160	\$315	\$470	\$620	\$775	\$920
<b>½ page</b>	\$225	\$450	\$660	\$870	\$1,090	\$1,300
<b>Full-page</b>	\$315	\$630	\$920	\$1,200	\$1,480	\$1,750
<b>½ back cover/ Postcard package</b>	N/A					\$1,750

\* ½ page back cover/Postcard package includes 6 reminder postcards printed and mailed USPS.

### **NOTES:**

- Above rates should be paid in advance with first insertion copy.
- Ad can be changed each issue. Deadline for new copy is 20th of the month preceding publishing date.
- Call Publisher ahead for availability of Full and Half Page Ads: (877) 748-0815

# **SVAHU NEWSLETTER** **ADVERTISING INSERTION ORDER**

You are authorized to insert the advertising of \_\_\_\_\_  
(hereafter referred to as "Advertiser") in the SVAHU Newsletter, the official publication of  
the Silicon Valley Association of Health Underwriters (hereafter referred to as  
"Publisher"), as indicated in the insertion instructions below:

### **Indicate Size of Ad:**

- ( ) Full Page Ad (7 1/2" width x 10" height)
- ( ) 1/2 Page Ad (7 1/2" width x 5" height)
- ( ) 1/4 Page Ad (3 1/2" width x 5" height)
- ( ) Business Card Ad (2" width x 3 1/2" height)

First Insertion (indicate month of issue): \_\_\_\_\_

Number of Insertions: \_\_\_\_\_

Total Contract Amount: \$ \_\_\_\_\_

Special Notes or Provisions:

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MAIL COMPLETED CONTRACT AND CHECK TO:  
SVAHU NEWSLETTER ADVERTISING

P.O. Box 1071  
Fresno, CA 93714  
Phone: (877) 748-0815  
Fax: (559) 227-1463

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EMAIL PDF ARTWORK TO:

[aruiz@pesc.com](mailto:aruiz@pesc.com)

*(Formatted "for print purposes")*

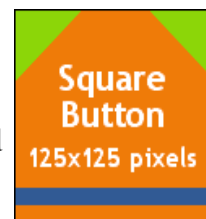
## Website Advertising

If you wish to place an ad on SVAHU's website, your ad will be visible on the home page and all main pages on this site. Your ad will be visible by healthcare insurance agents who will appreciate your support of an association they value and rely upon.

### Advertising Options:

#### Square Button Ads

Ads are placed prominently on every page of SVAHU's website on the left side. Your ad will also be a link to your website. Ads will be rotated. Flashing or animated ads are not accepted.



#### Half Banner Ads

Larger Ads placed on the bottom of each Main Page on the site. Ads will be rotated. Flashing or animated ads are not accepted.



AD TYPE	MONTHLY CHARGE	TOTAL
<input type="checkbox"/> Square Button AD w/ URL Link 125 x 125 pixels	\$100 x _____ months =	\$ _____
<input type="checkbox"/> Half Banner Ad w/ URL Link	\$175 x _____ months =	\$ _____

GRAND TOTAL: \$ \_\_\_\_\_

### CONTACT INFORMATION

Advertiser		Ad Agency	
Contact Name		Phone	
Mailing Address		FAX	
City/State Zip		Email	

### PAYMENT INFORMATION

Payment Type (Circle)	Check / Mastercard / VISA / AMEX /		
Check or card number		Exp.	V-Code
Billing Name and Address			
City/State Zip			