



## **DSWA Alliance Partner Sponsorship Program and Alliance Partner Opportunities**

**DSWA Leadership Retreat | October 15 - 17, 2010**

You've heard about it! The Annual Direct Selling Women's Alliance Leadership Retreat is accepting applications for Sponsorship Positions.

**We wanted to make sure you had an opportunity  
to be one of our PRESTIGIOUS SPONSORS!**

Would you like the exclusive opportunity to meet and network with the top Leaders in Party Plan and Network Marketing? At the DSWA Leadership Retreat we gather approximately 100 of the TOP WOMEN (and some Men), Leaders of tens of thousands of consultants and distributors across the US, Canada and Australia.

Do you have a product that will be just what they are looking for?

Do you have a new product/service that they have never heard of?

Can you see the value of the personal introductions and referrals that we will make for you?

Leaders in this profession are always interested in knowing the latest and greatest products that will make a difference for their people and their companies. We make the introductions for you. As we only accept 7 vendors to participate, each vendor can create strong connections with the participants.

**Where:** San Diego, CA  
**Date:** October 15 – 17, 2010  
**Hotel:** Sheraton Mission Valley San Diego Hotel  
(\$105 per night discounted room rate)

## Sponsorship Inquiry Procedures

You and your company, along with a select few have been hand selected by the DSWA Team to apply for a Sponsorship position at the 2010 DSWA Leadership Retreat. Please follow the guidelines below to secure a premium Sponsorship for your Company.

## Application Guidelines:

Sponsorship Applications must be submitted via email or fax, attention Kathleen Wheeler, Director of Business Development.

**Fax:** 877-619-2731  
**Email:** [partners@dswa.org](mailto:partners@dswa.org)  
**Phone:** Toll Free 877-619-2731  
**Office:** 408-238-5099

Sponsorship opportunities are open on a first come, first serve basis. At this time, we are offering only FOUR Sponsorship Packages.

**Submit your sponsorship application by July 20th, 2010 to ensure your spot.**

Please do not delay as we are accepting applications for these prime sponsorships now. We want you there and know that you will have the opportunity to create business with these top producers.

## Four Premium Sponsorship Opportunities:

### #1 Platinum VIP Sponsor of the Leadership Retreat

#### EXPOSURE PRIOR TO THE EVENT:

- Exclusive participation – we will not have a competing company Sponsor this event that offers a similar primary product or service.
- Eight promo ads on DSWA's Build It Big Radio Show.
- A feature as the Top Sponsor of the annual Leadership Retreat in the August, September, October and November 2010 DSWA Members and Visitors Ezines. **Must have all copy submitted and approved by August 1, 2010 to be included in the mailings. This copy will link to your DSWA web listing.**
- Opportunity to offer a Webinar that will have one of the DSWA Executive Team assist you by facilitating with questions that you provide. This will be sent out to DSWA members and visitors via an email and posting within our website.

- Your company featured in two Corporate Executives Quarterly Ezines as a Sponsor of the DSWA Leadership event.
- You and your company featured in one of our live Monthly Corporate Executive Forums. You may provide a webinar where our executives come to learn how to increase sales, recruiting and retention. This is not a selling opportunity. This Forum will put you in front of Executives of Direct Sales Companies that gather to learn the latest and greatest information.

#### **EXPOSURE DURING THE EVENT:**

- Two full Leadership Retreat registrations for individuals representing your company during the event. This includes all meals, networking breaks, materials and an invitation to attend the presentations.
- Invited to attend Registration and Early Networking Friday afternoon Reception from 3:00-4:00 pm where you will be personal introduced (by a member of the DSWA Corporate team) to key leaders. All attendees invited.
- Welcome message from the Executive team at 4:00 pm. Here is where we set the tone that our Sponsors are key attendees at the very beginning of the weekend. Our message to our Leaders is that you are here to make a difference for their business and success. A special mention of you and your company as the top sponsor of the event.
- **You will have 5 minutes to speak to the attendees to the weekend and offer a door prize at this time as a soft marketing moment for your product.**
- Your signage in front of the room as the Premium Sponsor of the event.  
**PLEASE MAKE SURE YOUR SIGNAGE ARRIVES AT THE HOTEL NO LATER THAN OCTOBER 12<sup>TH</sup> TO ENSURE PLACEMENT.**
- **You will be announced as the sponsor of the Friday night dinner** and have 5 to 10 minutes to speak. You may also invite 6-8 Key Leaders to sit at your reserved table at the Friday night dinner. You will be joined by a member of the Executive Team of DSWA at your table.
- You are invited to sit with the participants during all times that the booths are closed. You will have a spot reserved at the tables with your logo at your place setting. This is not a selling opportunity; this is a chance for you to learn more about your future clients.
- You will have an additional marketing opportunity by creating a special display, gift or centerpiece for each table at the Friday evening dinner. (An item with your logo or memorabilia).
- The opportunity to showcase/display your products and/or services on a 6-8 foot table in the meeting room throughout the duration of the Leadership Event.
- Plus...all additional offerings listed at the end of this document.

**Platinum Sponsorship Investment: \$7,500.00**

## #2 Gold Sponsor of the Leadership Retreat

### The Gold Sponsorship includes:

- One full Leadership Retreat registration with your sponsorship for an individual representing your company during the event.
- Invited to attend the Friday afternoon VIP Registration and Networking from 3:00-4:00 pm. Welcome message from the DSWA Executive Team at 4:00 pm.
- **Announced as the Sponsor of the Saturday Luncheon.** You will have the opportunity to speak for up to five minutes to the entire group to kick off this dynamic networking event. You will have reserved seating for the luncheon.
- The opportunity to showcase/display your products and/or services on a table in the meeting room throughout the duration of the Leadership Event.
- Five promo ads on DSWA's Build It Big Radio Show.
- Included in one DSWA mailing introducing you as a Sponsor of the Leadership Retreat, with a link to your DSWA web listing and or recorded message.
- Plus...all additional offerings listed at the end of this document.

**Gold Sponsorship Investment: \$6,000**

## #3 Silver Sponsor of the Leadership Retreat

### The Silver Sponsorship includes:

- One full Leadership Retreat registration with your sponsorship for an individual representing your company during the event.
- Listed as the Sponsor of the Saturday breakfast. In addition the opportunity to speak for up to five minutes at the opening session of Saturday morning.
- The opportunity to showcase/display your products and/or services on a 6 ft. table in the meeting room throughout the duration of the Leadership Event.
- Three promo ads on DSWA's Build It Big Radio Show.
- Featured in one mailing to the DSWA members and visitors.
- Plus...all additional offerings listed at the end of this document.

**Silver Sponsorship Investment: \$4,000**

## #4 Bronze Sponsor of the Leadership Retreat

### The Bronze Sponsorship includes:

- One full Leadership Retreat registration with your sponsorship for an individual representing your company during the event.
- The opportunity to showcase/display your products and/or services on a 6' table in the meeting room throughout the duration of the Leadership Event.
- Included in one mailing to the DSWA members prior to the event.
- Plus...all additional offerings listed at the end of this document.

### Bronze Sponsorship Investment: \$2,500

## Additional Benefits for all Leadership Retreat Sponsors

1. Your company's brochure and/or premium gift, placed in the participant binder or bag presented to each attendee at registration.
2. The use of the DSWA's "Sponsorship Emblem," which can be placed on your company's website and promotional material through March 31, 2011.
3. Your company's logo on the Agenda pages of the Leadership Retreat Binder that all participants will be using to take notes.
4. Listed on all DSWA Leadership Retreat website pages as a Sponsor of the Retreat with a link to your DSWA Web listing.
5. The ability to donate premium gift(s) for "door prizes" that will be announced to all participants throughout the weekend. All prizes must be received by October 12<sup>th</sup> at the hotel to be included in the gift bags.
6. Advance notice to each attendee that you will be present and are sponsoring the 2010 Leadership Retreat.
7. Sponsorships mentioned on every communication sent to our members and visitors to the site.
8. Ability to do your own drawing at your booth to gather names and participant contact information.
9. Mingle, Mingle, Mingle, with our assistance of course!

## Non-Sponsorship Opportunity to Showcase your Products and Company at the Event

You may still secure a spotlight for you and your company at our Leadership Retreat. We have three Alliance Partner slots open for this event.

You will receive a vendor table in the meeting room to showcase your products. You will also be included in all meals, networking opportunities and mingle moments! If you would like to bring an additional company representative in addition to yourself, please add \$259.00 and we will include your 2<sup>nd</sup> person in all activities.

Your fee of \$1000.00 includes a 6 foot table, your name in our event binder, and a listing on our web communications as a Valued Alliance Partner.

The hotel will also charge additional fees for internet and electrical. These fees have not been determined as of yet.

We would love to have you there!

## Advertising Opportunities for Those Unable to Attend

For our Alliance Partners unable to attend this event (we will miss you) with the Top Leaders in the Industry we have a variety of opportunities for you to get your name, company and product in front of these women and men of influence.

1. Advertise in the show binder, \$200 for a full-page ad. This section will have categories for technology, communication, incentives, business building products, services and more. Our members use their binder for the entire weekend. It is a valuable note-taking tool that they reference for years to come.

You may include a special offer in the ad with an invitation for attendees to email you to learn more how your service/product may assist them. Consider offering a special Leadership pricing or other unique offer to attendees.

2. The opportunity to place one item in each of the gift bags, \$250.  
(100 bags, this can be a one page special offer to attendees)
3. The opportunity to send a door prize to be given away at the event, \$250.00
4. Advertise your offer on the outside back cover of the show binder, \$500.00

The DSWA Executive team will spotlight your gift and we will also spotlight your door prize, a great marketing platform. You are invited to send us a short marketing piece that, upon approval, we will read from the stage when awarding the winner your gift.

**All door prizes and items for gift bags must arrive at the hotel no later than October 12<sup>th</sup> to be included in Gift Bags and or give-aways from the stage.**

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### **SPECIAL COMBINATION PRICE:**

**You may choose choices 1, 2 & 3 for one price of \$350.00**

4. Have a full page ad on the back cover of the show binder, \$500

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**We personally thank you for your participation in the event. The DSWA Leadership Retreat loves to bring great products to these Leaders and support you in your success. Your contribution is what makes this special experience possible for Leaders attending from around the world.**

We look forward to reviewing your application!

If you have any additional questions, please feel free to contact...

#### **Kathleen Wheeler**

*DSWA Director of Business Development*

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Office: 408-238-5099

