



Silver, Gold & Platinum Levels include everything you'll need for 2012: Annual Membership, Website Exposure, Expo Space & Related Publicity. Choose your level of exposure today!

SMAFC Headquarters
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RE: 2012 Sponsorship Opportunities

Dear Sustaining Member:

As a valued member to our organization, we want you to take full advantage of your sustaining membership. Our monthly meetings are designed to give you the opportunity to network with Chief Officers of local fire departments and promote your business. Attendance averages 100 people each month. These meetings are excellent ways to network with key decision makers. Please go to our website and check out the calendar of Upcoming Events. You will find it beneficial to attend all of our meetings and get your name out there. **Our annual Midwest Fire Rescue Expo will be April 12, 2012 at Suburban Collection Showplace in Novi! All vendors under one roof! We are the largest one-day show in the Midwest, thanks to you!**

Each year we provide our sustaining members the opportunity to sponsor these membership meetings, as well as our website. They are explained in detail right here.

Website Link (\$100): Your Company's link will be listed in alphabetical order (with other \$100 sponsors) on the SMAFC Website for all of 2012. Company's logo will not be included.

One Event Only (\$250): Your Company's name will be mentioned at one meeting of your choice as an Event Sponsor. Your company's name will be promoted verbally to the attendees, as well as mentioned in the minutes which will be sent to all members and posted on our website. During that meeting, you may provide attendees with your company's marketing materials, post any of your company's signage, and provide a five-minute update. Lunch will be provided for two of your employees on that day.

Silver (\$750): This level provides you with one membership, 10x10 booth space (or one 10x25 vehicle) at the Expo, full-page ad in Expo show program, and exposure at four monthly meetings of your choice, where you may provide attendees with your company's marketing materials. Your company's name will be promoted verbally to the attendees of that meeting and in the monthly minutes. You can provide a five-minute update about your company to members at lunch. Lunch will be provided for up to five employees during those meetings. *Your company's link will also be listed on the website.*

Gold (\$2,500): This level gets all of the Silver benefits listed above, but is applicable to seven meetings of your choice. This level of sponsorship also provides exposure on our website. Your company will be listed as a Gold Sponsor, and your company's link and logo will be added to our website. You'll receive two Sustaining Memberships and special recognition at the vendor show.

Platinum (\$5,000): This ultimate sponsorship opportunity provides you with all of the benefits found at the Gold level, but is applicable to all meetings during 2012. This level of sponsorship also provides exposure on our website. Your company will be listed as a Platinum Sponsor on our Home Page, and your company's link and logo will be added to our website. Your company will also receive Premium Show Sponsorship recognition at the Vendor Show. Plus, you'll receive four Sustaining Memberships with this sponsorship level.

SMAFC has over 450 members. It is an organization representing Fire Chiefs and Command Officers in the southeast region of Michigan, Canada, and businesses in the tri-state area. Our region maintains the strongest voice among our legislators in Lansing, as well as, among our peers throughout the rest of the state. We hope that you continue to support this organization and, in return, reap all the benefits that it provides to you.

Below is our schedule of meetings for 2012. *Select the meeting(s) that you would like to sponsor and fax/email this completed form to (248)479-0491 or SMAFCinfo@gmail.com.*

<u>Date</u>	<u>Event</u>	<u>Location</u>
<input type="checkbox"/> January 12	General Meeting	Club Venetian (Madison Heights)
<input type="checkbox"/> February 9	General Meeting	TBD
<input type="checkbox"/> March 8	General Meeting	TBD
<input type="checkbox"/> April 12	Vendor Show	Suburban Collection Showplace (Novi)
<input type="checkbox"/> May 10	Installation Luncheon	(Livonia)
<input type="checkbox"/> June 14	Golf Outing	Farmington Hills Golf Club
<input type="checkbox"/> Sept 13	General Meeting	TBD
<input type="checkbox"/> October 11	General Meeting	TBD
<input type="checkbox"/> November 8	General Meeting	TBD
<input type="checkbox"/> December 13	Holiday Party	LFA #57 (Eastpointe)

We hope you take advantage of your SMAFC membership, if only to network with other members. Of course, we'd like for you to maximize your membership by taking full advantage of the sponsorship opportunities listed.

Your sustaining membership provides you with one free 10x10 booth space (or one 10x25 vehicle) at our Vendor Show. The Vendor Show packet will be available in the Fall. It will include Vendor Show Sponsorship Opportunities as well as Show Details.

*****Memberships must be "Paid In Full" prior to the Vendor Show or you will not be allowed to display. Absolutely No Exceptions!!*****

Thank you for your continued support, and we look forward to an extremely successful 2012.

Sincerely,

Linda Stone, Executive Director

Note: More than one vendor may sponsor the same meeting. You are not guaranteed exclusiveness to the meeting you select above.

Yes, I want to take full advantage of the SMAFC sponsorship opportunities for 2012.

- Website Link - \$100 (spell site name) _____
- One Event Only for the meeting(s) selected above - \$250 x _____ meetings = \$ _____
Select as many meetings as you want for this sponsorship level. Check box(es) above.
- Silver Level for the four meetings selected above at \$750
- Gold Level for the seven meetings selected above at \$2,500
- Platinum Level for all meetings at \$5,000

Company Name: _____

Contact Name: _____ Phone: _____

Contact E-Mail: _____

****Once this page is received, an invoice for the total amount due will be sent ASAP****