

**Sponsorship Opportunity Estimates for**

**NOCALL 2013 Spring Institute, April 12 – 13, 2013**

**Sacramento Holiday Inn Capital Plaza**

**300 J Street, Sacramento, CA 95814**

**Friday, April 12, 2013**

1. **Box Lunches: $1350** approximate; final numbers will be based on registrations
	1. Available 11 am to 1 pm in the Registration Area (Foyer)
	2. There is an additional $10 charge per attendee to purchase one. Actual cost is $26.50, so a sponsor could subsidize by picking up the difference of $16.50. We do not have any numbers yet on how many lunches will be ordered, but usually most attendees – we expect close to 70 – will order a box lunch.
	3. It is likely that there will be Round Table discussions during the pre-Institute Registration period, so attendees are interested in having lunches at these discussions.
2. **Friday Afternoon Break: $1300** (Bakery break)
	1. Based on anticipated 70 members registered, plus vendors
	2. Served in same room as meetings and Vendor Exhibits
	3. Includes Coffee/Tea service, soft drinks & bottled water, plus fruit and pastry snacks
3. **Harness Racing Social Event + Dinner: $1300** (held off-site at CalExpo)
	1. This will be an additional $15 charge per attendee. Actual cost is $25 each, so sponsorship is to subsidize the difference of $10.

**Thomson**

**Reuters**

* 1. Cash bar.
	2. Races begin at 6 pm. Dinner is from 6:30 to 8:30 pm.
	3. Buffet dinner with carving stations
	4. One harness race is named for our event & attendees get photo with race winner
	5. Includes admission to CalExpo Harness Race Club

**Saturday, April 13, 2013**

1. **Buffet Breakfast: $2100** (Sunrise)
	1. Based on anticipated 70 members attending
	2. Served in same room as meeting and vendor exhibits, 7:45 – 9:00 am
	3. Includes eggs, bacon, sausage, potatoes, pastries, juices, fruit, coffee/tea, etc.
2. **Morning Break: $1200** (Café)
	1. Served in same room as Meeting & Vendor Exhibits
	2. Includes Coffee/Tea service, bottled water, soft drinks, fruit and granola bars
3. **Closing Luncheon: $2100** (plated), approximate; final figure based on registrations
	1. Full lunch with salad, desert, coffee, tea, etc.

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* 1. Served in room next to meeting room, 12:45 – 2:00 pm
	2. Luncheon guest speaker is AALL President, Jean Wenger
1. **Event Technology Services (AV): $1320**
	1. For both days of Institute
	2. Wireless Internet in Meeting Room where Vendor Exhibits located
	3. Podium microphone for speakers/presenters
	4. Additional Table microphones with mixer at speaker table
	5. Screen and projector
	6. Includes podium microphone at Closing Luncheon

**All Sponsored Events will be:**

* **Acknowledged with Signage during the Sponsored Event**
* **Recognized in the NOCALL 2013 Spring Institute Brochure provided to all Attendees**
* **Brochure will be Included on the NOCALL Website**
* **Given Verbal Recognition & Thanks at Various Times throughout the Institute**