



PENNSYLVANIA LEGISLATIVE BLACK CAUCUS **1st Annual PLBC Scholarship and Awards Banquet**

Saturday, May 1, 2010

Jazz Cocktail Reception: 5:00p.m. * Program and Dinner: 6:00pm

University of Pennsylvania

Museum of Archaeology and Anthropology

Philadelphia, Pennsylvania

Reason for the Event

"It takes a village to raise a child, so that the child can raise the village".

State Representative Ron Waters, Chairman of the PLBC, realizes that higher education has the ability to transform an entire community, one student at a time. There are a multitude of social skills developed in college: reasoning, tolerance, reflection, and communication to name a few. These skills equip our youth with the ability to resolve conflicts and solve crisis that they will encounter during the course of their personal and professional lives.

A college degree is a career necessity for advancement in any chosen field. More importantly, statistics show that young people with higher levels of education are more likely to have a higher standard of living. The U.S. Census Bureau reinforces that college graduates earn nearly twice as much during their working years as high school graduates. This event will allow us the opportunity to acknowledge and reward those students who have excelled against all odds with a scholarship and an opportunity.

Who is Expected to Attend?

250 to 300 Honored and Distinguished Guests to included: Elected Officials, Executives/Officers of Major Corporations, Various University Officials, Entertainment & Media Executives; Socialites and Community Activist & Organizers

Kickin' it with the Caucus

The honored students will arrive in Philadelphia on Friday, April 30, 2010, and share in a social outing with members of the Caucus. The students and their chaperones will spend the night in Philadelphia. On Saturday morning the students will meet for breakfast followed by a tour of local Philadelphia colleges.

About PLBC

The Pennsylvania Legislative Black Caucus (PLBC) was founded in 1973. The purpose of the PLBC is to serve as an information and advocacy vehicle to advance the interests of African-American, Latino, and other minority citizens of the Commonwealth of Pennsylvania. The PLBC creates public policy that closes the achievement and opportunity gaps in education, assuring health care, focusing on employment and security, and ensuring justice for all Pennsylvanians.

LEVELS OF SPONSORSHIP*

Exclusive PLATINUM Sponsor
(One Available)
\$50,000

Jazz Cocktail Reception
\$25,000

GOLD Sponsor
\$15,000

Youth Day Sponsor
\$10,000

SILVER Sponsor
\$5,000

Friendship ~ \$1250
Table ~ \$1,000
Youth Sponsor ~ \$500

Select your Ad Size*

Full Page ~ \$1,000

1/2 Page ~ \$500

1/4 Page ~ \$250

1/8 Page ~ \$150

**Forms Attached*

Exclusive Platinum Scholarship Sponsor \$50,000

The Platinum Scholarship Sponsor package combines marketing and branding association before and during the Scholarship Dinner. This is an excellent and exclusive sponsorship opportunity. *Benefits include:*

Addressing the Guests

As the Platinum Sponsor you will have the opportunity to address the guests for 2-5 minutes prior to presenting the first scholarship.

Press Recognition

As the Platinum Sponsor you will receive press recognition on all media and advertising materials.

Branding Recognition & Signage

The Platinum sponsor is the only sponsor whose company logo appears on the program cover. Your company logo will be featured along with the PLBC logo on all programs. The PLBC logo is the only logo to be featured more prominently throughout the evening.

The Platinum sponsor will receive one custom retractable banner and appropriate signage in the registration area. The Platinum Sponsor signage will be more prominent than those of any co-sponsors. The PLBC logo is the only logo to be featured more prominently throughout the evening.

Company Literature and Giveaway

As the Platinum Sponsor your company logo will appear with the PLBC logo on gift bag labels. You will have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the guest favor bags that will be given away during the evening.

Ad Book

The Platinum Sponsor will receive the premier full-page, inside cover in the ad book.

VIP Seating

The Platinum Sponsor will received VIP dinner seating for twenty (20)

1st Annual PLBC Scholarship & Awards Banquet Logo

As the Platinum Sponsor your company is entitled to exclusive use of the PLBC Scholarship and Awards Banquet Logo to place on your WWW server to promote your company's commitment to the event.

Pre-Conference Promotional Material and Conference Brochures

As the Platinum Sponsor your company's name and logo appear more prominently than those of any co-sponsors and will be featured in all pre-event promotional material.

Acknowledgements

As the Platinum Sponsor you will be recognized as the Platinum Sponsor of the Scholarship Dinner.

Jazz Reception Sponsor \$25,000

The Jazz Cocktail Reception will take place prior to the Scholarship Dinner. The event will feature live Jazz entertainment, signature drinks and butlered hors d'oeuvres.

Benefits include:

Branding Recognition & Signage

As a Jazz Reception Sponsor you will receive one custom retractable banner to be displayed at the entrance of the Jazz Reception. The Jazz Reception Sponsors signage will appear with the PLBC logo and be more prominent than any other sponsors during the Jazz Reception. The PLBC and Platinum Sponsor logos are the only logo to be featured more prominently throughout the evening.

At the Jazz Reception your company's name and logo will be prominently featured on each cocktail table.

Press Recognition

As a Jazz Reception Sponsor you will receive press recognition on all media and advertising materials.

Company Literature and Giveaway

As a Jazz Reception Sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the guest favor bags that will be given away during the evening.

Ad Book

Each Jazz Reception Sponsor will receive a full-page ad.

VIP Seating

The Jazz Reception Sponsor will received VIP dinner seating for ten (10)

Pre-Conference Promotional Material and Conference Brochures

As the Platinum Sponsor your company's name and logo appear more prominently than those of any co-sponsors and will be featured in all pre-event promotional material.

Acknowledgement

The Jazz Reception Sponsor will be recognized as the official host of the Jazz Reception

Gold Scholarship Sponsor

\$15,000

The Gold Scholarship Sponsor package combines marketing and branding association before the event and extensive exposure during the evening.

Benefits include:

Branding Recognition & Signage

The Gold Sponsor will receive one custom retractable banner to be displayed at the entrance.

Company Literature and Giveaway

As a Gold Sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the guest favor bags that will be given away during the evening.

Press Recognition

As a Gold Sponsor you will receive press recognition on all media and advertising materials.

Ad Book

Gold Sponsors will receive a full-page ad.

VIP Seating

The Gold Sponsor will receive VIP dinner seating for five (5)

Pre-Conference Promotional Material and Conference Brochures

As the Gold Sponsor your company's name and logo will appear in all pre-event promotional material.

Silver Scholarship Sponsor

\$5,000

The Silver conference sponsorship package combines marketing and branding association before the event and exposure during the event.

Benefits include:

Branding Recognition & Signage

Each Silver Sponsor will receive one custom retractable banner to be displayed at the entrance.

Company Literature and Giveaway

As a Silver Sponsor you may include a gift/giveaway to be included in the guests favor bags that will be given away during the evening.

Ad Book

The Silver Sponsors will receive a full-page ad.

VIP Seating

The Silver Sponsors will receive VIP dinner seating for five (4)

Kickin' It with the Caucus Sponsor \$10,000

The "Kickin' It" Sponsor package combines marketing and branding association for a two-day event preceding and during the Banquet.

Benefits include:

Branding Recognition & Signage

"Kickin' It" Sponsor will receive one custom retractable banner to be displayed at the Youth Social event on (4/30/10) and at the entrance of the Awards Banquet on (5/1/10).

Your logo will appear on T-shirts, bags and other give-aways to students, chaperones and caucus.

Company Literature and Giveaway

As the "Kickin' It" Sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the student gift bags that will be left as a gift for each student in their hotel room.

Press Recognition

As the "Kickin' It" Sponsor you will receive press recognition on all media and advertising materials.

Ad Book

As the "Kickin' It" Sponsor you will receive a full-page ad.

VIP Attendance

As the "Kickin' It" Sponsor you will receive five (5) Tickets to social event and college tour with youth and Reps and VIP dinner seating for two (2) at the banquet.

Pre-Conference Promotional Material and Conference Brochures

As the "Kickin' It" Sponsor your company's name and logo will appear in all pre-event promotional material.

Individual Sponsorship

Friend ~ \$1250

As a Friend your company will receive: inclusion on event signage during the banquet, ½ page Ad and seating for four (4).

Table ~\$1,000

Signage with your company logo at your table and dinner seating for ten (5)

Youth Scholar ~ \$500

You will receive inclusion on event signage, ¼ page Ad and VIP dinner seating for two (2)

PLBC Scholarship and Awards Banquet

All requests for sponsorship must use this form. All incoming requests are handled on a first come, first served basis. Prior to completing this sponsorship request form please review the terms and conditions below. Print, email or fax a completed and signed copy of this form to:

PA Legislative Black Caucus
Ronald G. Waters, Chairman
House Box 202191
Harrisburg, PA 17120-2191
Phone: 717-772-6955
Fax: 717-783-1516
Email: PLBCbanquet@gmail.com

Sponsor Information

Company Name (as it should appear on recognition):		
Contact First and Last Name:		
Contact Title:		
Address:		
City:	State:	Zip Code:
Phone:	Fax:	
Email Address:		
Website:		

Sponsorship Level Requested: (check all that apply)

- Exclusive Platinum Scholarship Sponsor [] \$50,000
Jazz Reception Sponsorship [] \$25,000
Gold Conference Sponsor [] \$15,000
Kickin' it With the Caucus [] \$10,000
Silver Conference Sponsor [] \$ 5,000

Individual Sponsorship

- Friend [] \$1,250
Table [] \$1,250
Youth Scholar [] \$ 500

Signature: _____

Date: _____

PLBC Scholarship and Awards Banquet Ad Book Form

Show your support with an Ad Book message. PLBC will be printing over 300 Ad Books for their 1st Annual PLBC Scholarship and Awards Banquet will be held on May 1, 2010. Please complete the following form to secure a space in the ad book.

Your ad space is multi-functional:

- Promote a business or service
- Remember or honor someone special
- Send a message of support to the PLBC
- Congratulate the Scholarship Recipients

Name:	
Corporation Name:	
Address 1:	
Address 2:	
City, state and zip:	
Phone:	fax:
Email:	
Ad book size: * Full page - \$1000 * 1/2 Page \$500 * 1/4 Page \$250 * 1/8 Page \$150	

Create custom message or coupon

Custom message (Attach separate sheet if you need more space):

Deadline: All ad forms and artwork are due no later than Monday, 3/15/10.

Payment Method: Cash or checks. Make checks payable to: _____

Artwork: For best results supply artwork such as pictures, company name and logos by email in print ready formats. Send all emails to plbcbanquet@gmail.com.