

## The Signature Event

Thursday - June 11, 2009  
Seneca Niagara Casino & Hotel

Main Event - Stephen M.R. Covey

Registration: 11:30 AM  
Luncheon: 12:00 AM - 1:00 PM  
Main Event: 1:00 PM - 4:00 PM  
Sponsor Sessions: 4:00 PM - 4:30 PM  
Cocktail Party: 4:00 PM - 6:00 PM

**2009 Sponsorship Package**  
Register online at [www.cel-aa.org](http://www.cel-aa.org)

## Attendee Profile

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Entrepalooza attracts business owners and executives committed to lifelong learning and innovative strategies to help them take their companies to the next level.

This year's event will host more than 500 movers and shakers from the Western New York region. From small and mid-size companies to large corporations, this event offers high performance networking opportunities in a unique learning environment.

**Typical Company Size:** \$1 million to \$500 million

**Attendee Titles:** CEO / President / Owner / Vice-President / General Manager  
Management Team Directors and Members

### Ticket Prices

Price includes book and materials / luncheon and cocktail party

Purchased by 4.15.09	Per Person	Table of 8
Member	\$125	\$850
Non-Member	\$150	\$1000
Purchased after 4.15.09		
Member	\$150	\$1000
Non-Member	\$180	\$1200



## Stephen M.R. Covey

Co-founder and CEO of CoveyLink Worldwide, Stephen M.R. Covey is a sought-after and compelling keynote speaker and advisor on trust, leadership, ethics, and high performance, speaking to audiences around the world.

He is the author of The SPEED of Trust, a groundbreaking book that challenges our age-old assumption that trust is merely a soft, social virtue and instead demonstrates that trust is a hard-edged, economic driver, a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing. He advocates that nothing is as fast as the speed of trust and that the ability to establish, grow, extend, and restore trust with all stakeholders is the critical leadership competency of the new global economy.

Covey passionately delivers that message and is dedicated to enabling individuals and organizations to reap the dividends of high trust. Audiences and organizations alike resonate with his informed, practical approach to real-time issues that affect their immediate and long-term performance.

He is the former CEO of Covey Leadership Center, which, under his stewardship, became the largest leadership development company in the world. Covey personally led the strategy that propelled his father's book, Dr. Stephen R. Covey's *The 7 Habits of Highly Effective People*, to one of the two most influential business books of the 20th Century, according to CEO Magazine. A Harvard MBA, he joined Covey Leadership Center as a Client Developer and later became National Sales Manager and then President & CEO.

Under Covey's direction, the company grew, achieving Inc. 500 status, nearly doubling revenues to over \$110 million while increasing profits by 12 times. The company was valued at only \$2.4 million when Covey was named CEO, and, within three years, he grew shareholder value to \$160 million in a merger he orchestrated with then Franklin Quest to form FranklinCovey.

Over the years, Covey has gained considerable respect and influence with executives and leaders of Fortune 500 companies as well as with mid- and small-sized private sector and public sector organizations he's consulted. Clients recognize his unique perspective on real-world organizational issues based on his practical experience as a former CEO.

Covey currently serves on the board/advisory board of several entities, including the Human Performance Institute "the leader in energy management technology" where he serves as Advisory Board Chairman.

## \$5,000 Presenting Sponsor

**Total Value - \$10,000**

- Industry exclusive premiere positioning in six months of aggressive marketing throughout WNY and cross-promotion among the three hosting organizations
- Inclusion in a 1/2 Page ad in Business First (or similar advertising exposure such as radio or billboard)
- Sponsor mention in all media releases and press interviews
- Company name and logo
  - Invitations and promotional materials continually distributed over a 6 month period via email, direct mail, and host organization or sponsor events
  - Program booklet - full page, full color ad
  - BNSME, CELAA and Buffalo Niagara Partnership websites
  - Continuous slide presentation at open and close of event
  - Inclusion on Welcome Sign at Reception
- Corporate banner on speaker platform for maximum visibility
- Opportunity to present an 1 hour seminar (10:00 AM-11:00 AM) on location prior to event
- Marketing materials inserted into folders at table (*Printed materials to be supplied by sponsor before June 4, 2009*)
- Sponsor recognition from podium
- List of attendees prior to and after event
- Table at reception for promotion items or literature
- 8 tickets for luncheon and workshop - one table
- 4 attendees for private meeting with Stephen M.R. Covey - post session
- Local restaurant gift certificate
- Gift Certificate for 2 overnight hotel rooms (or equivalent - restaurant, spa, etc.) for use at your convenience.

Signature of Acceptance \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

Email \_\_\_\_\_

## \$2,500 Event Sponsor

**Total Value - \$5,000**

- Six months of aggressive marketing throughout WNY and cross-promotion among the three hosting organizations
- Inclusion in a 1/2 Page ad in Business First (or similar advertising exposure such as radio or billboard)
- Sponsor mention in all media releases and press interviews
- Company name and logo
  - Invitations and promotional materials continually distributed over a 6 month period via email, direct mail, and host organization or sponsor events
  - Program booklet - 1/2 page, full color ad
  - BNSME, CELAA and Buffalo Niagara Partnership websites
  - Continuous slide presentation at open and close of event
  - Inclusion on Welcome Sign at registration table
- Corporate banner or banner stand placement in room
- Marketing materials inserted into folders at table (*Printed materials to be supplied by sponsor before June 4, 2009*)
- Sponsor mention from podium
- List of attendees after event
- 4 tickets for luncheon and workshop
- 2 attendees for private meeting with Stephen M.R. Covey - post session
- Gift Certificate for 1 overnight hotel room (or equivalent - restaurant, spa, etc.) for use at your convenience

Signature of Acceptance \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

Email \_\_\_\_\_



## \$1,000 Corporate Sponsor

**Total Value - \$2,500**

- Six months of aggressive marketing throughout WNY and cross-promotion among the three hosting organizations
- Company name
  - Invitations and promotional materials continually distributed over a 6 month period via email, direct mail, and host organization or sponsor events
  - Program booklet - name listed on Corporate Sponsor Page
  - BNSME, CELAA and Buffalo Niagara Partnership websites
  - Continuous slide presentation at open and close of event
  - Inclusion on Welcome Sign at registration table
- Sponsor mention from podium
- List of attendees after event
- 2 tickets for luncheon and workshop

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Signature of Acceptance \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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

Email \_\_\_\_\_

BENEFIT	Sponsor Level		
	Presenting 5,000	Event \$2,500	Corporate \$1,000
Six months of aggressive marketing throughout WNY and cross-promotion among the three hosting organizations	Premiere Positioning X	X	X
Inclusion in ½ page ad in Business First (or similar advertising exposure)	X	X	
Sponsor Mention in all media / press releases	X	X	
Company name and logo -Invitations and promotional materials continually distributed over a 6 month period via email, direct mail, and host organization or sponsor events -BNSME, CELAA and The Partnership websites -Continuous slide presentation at open and close of event -Inclusion on Welcome Sign at Reception	X	X	
Program booklet - full page, full color ad or logo with website	X		
Program booklet - 1/2 page, full color ad or logo with website		X	
Company name -Invitations and promotional materials continually distributed over a 6 month period via email, direct mail, and host organization or sponsor events -BNSME, CELAA and The Partnership websites -Continuous slide presentation at open and close of event -Inclusion on Welcome Sign at registration table Program booklet - name listed on Corporate Sponsor Page			X
Corporate banner on speaker platform for maximum visibility	X		
Corporate banner or banner stand placement in room		X	
Opportunity to present an 1 hour seminar on location prior to event	X		
Marketing materials inserted into folders at table <i>(Printed materials to be supplied by sponsor before June 4, 2009)</i>	X	X	
Table at reception for promotional items or literature	X		
Tickets for luncheon & meeting	8	4	2
Attendees for private meeting with speaker	4	2	
Local restaurant gift certificate	X		
Gift Certificate for overnight hotel room (for use at your convenience)	2	1	
List of attendees after event	X	X	X