

2012 SADD National Conference
Torrance Marriott South Bay
Torrance, CA
June 24-27, 2012



Sponsorship Packages

The **SADD National Conference** is an uplifting experience. Nearly six hundred exceptional youth leaders and their adult advisors convene to learn, to network and to celebrate the power of positive peer pressure. Through workshops, motivational speakers, skill-building activities and shared storytelling, young people who are already leaders in their schools and communities come together to improve their ability to have a positive effect on the lives of their peers back home.

SADD's national network of state coordinators, partner organizations, and thousands of chapters across the country share news about the conference both before and after the event.

Change Teen Lives and Gain Valuable Exposure for Your Organization ...

Join SADD's **Presenting Sponsor, the California Office of Traffic Safety**, for the opportunity to support a unique youth leadership development program in Southern California – the **2012 SADD National Conference** – which will take place from June 24th – 27th at the Torrance Marriott South Bay.



"Going to the SADD National Conference is one of the best experiences of my life. I have learned so many different things from the detailed workshops that are provided. After my first conference, I came back home pumped and ready to make my SADD chapter as great as it could be. I was filled with new ideas and excited to succeed, and I have developed many long-lasting friendships, too."

~Evelyn from New Jersey

Don't Miss This Unique Opportunity To ...

- ❖ Help build the capacity of extraordinary youth leaders who are making a difference across the country and saving young lives;
- ❖ Showcase your company's message, products, and services and gain valuable feedback from motivated and articulate SADD youth leaders (ages 13-18) and key adult influencers;
- ❖ Network with nearly 600 attendees from 36 states;
- ❖ Reach SADD decision-makers, including student leaders and their adult advisors; Board Members and staff, SADD National Student Leadership Council members; state student advisory board members; and SADD State Coordinators who organize state and regional conferences and who communicate with thousands of chapters nationwide.

All Sponsors will have ...

General Sponsor benefits

- Noted as sponsor in general pre-conference news release
- Company logo projected onscreen at Opening Ceremonies on Sunday, June 24
- Year-long mention of company name listed on SADD's partnership page at sadd.org (53,000 unique visitors monthly)
- Opportunity to provide an item for 600 conference welcome bags
- Complimentary VIP seats for two guests at the Tuesday evening, June 26 Awards Dinner & Celebration
- Complimentary 10' x 10' Exhibit (*Basic Booth Package*)
- Recognition on conference signage at the registration desk; in the conference program booklet; in SADD's September electronic newsletter, *The SADDvocate* (12,500+ subscribers); and in the 2012 SADD Annual Report

This is a unique opportunity to support youth leaders and help save teen lives!

SADD Presenting Sponsor: California Office of Traffic Safety

We thank the **California Office of Traffic Safety** for its belief in the power of teens and for its commitment to supporting this exclusive opportunity. SADD's intense four-day educational experience will change the lives of youth and adult SADD leaders in attendance and give them the strategies they need to enhance their critical prevention education work in schools and communities across the country.



SADD Youth Council Sponsor: \$30,000

This unique sponsorship will bring 25 SADD National Student Leadership Council members to this critical four-day educational experience and will enhance their personal, leadership, communication, and team-building skills forever.

All General Sponsor benefits, PLUS ...

- Special branding opportunity on year-round Council polo shirts
- Special recognition during the conference
- Year-round prominent recognition on the home page of the SADD website
- Meet and greet time with the Student Leadership Council members
- Professional photo with the Student Leadership Council members
- One complimentary Conference Ground Package, including three nights' accommodations at the hotel, meals, all conference programming, and the special off-site activity at Disneyland
- A unique opportunity to be both an Exhibitor AND a Workshop Presenter during the convention

Other unique sponsor opportunities continue on the following pages ...

SADD Magic at Disney® Sponsor: \$25,000

[2 Sponsorships Available: Choose either Mickey Sponsor or Minnie Sponsor]
SADD Magic at Disney® is our Monday night off-site trip to Disneyland, featuring participation in Mickey's Parade, dining, networking, and more.

All General Sponsor benefits, PLUS ...

- Special branding opportunity on Conference tee shirt worn off-site by all participants and signage on the buses traveling to and from this unique special event
- One complimentary Conference Ground Package, including three nights' accommodations at the hotel, meals, all conference programming, and this special activity



Be a Hero Exhibit Hall Sponsor: \$15,000

All General Sponsor benefits, PLUS ...

- Special branding opportunity at the unique Super Hero photo venue in the hall
- Signage at the dessert tables offered during Exhibit Hall hours
- Opportunity to meet SADD National Student Leadership Council members and individually interview several student leaders

Energizing Sponsor: \$10,000

[5 Sponsorships Available: Choose from Opening Night Dinner; one of two Networking Breakfasts or Power Lunches]

All General Sponsor benefits, PLUS ...

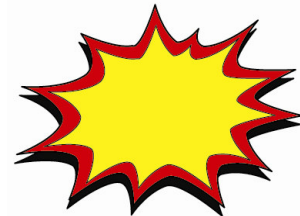
- Opportunity to showcase your company with promotional item at each table
- Signage highlighting your organization at the serving tables
- Opportunity to create an interactive tool during the meal which could provide the sponsor with teen participant feedback on an issue relevant to teens and the sponsor (a question where teens text the answer ... a quick survey with ballots completed and left on the table, etc.)

Keynote Sponsor: \$ 5,000

[3 Sponsorships Available]

All General Sponsor benefits, PLUS ...

- Opportunity to provide an item with prevention messaging for 600 conference welcome bags
- Opportunity to conduct a small focus group at conference



General Sponsor: \$ 3,500

- Noted as sponsor in general pre-conference news release
- Company logo projected onscreen and at Opening Ceremonies
- Year-long mention of company name listed on SADD's partnership page at sadd.org (53,000 unique visitors monthly)
- Opportunity to provide an item for 600 conference welcome bags
- Complimentary VIP seats for two at the Tuesday evening, June 26 Awards Dinner & Celebration
- Complimentary 10' x 10' Exhibit booth (*Basic Booth Package*)

- Recognition on conference signage at the registration desk, in the conference program booklet; in SADD's September electronic newsletter, *The SADDvocate* (12,500+ subscribers); and in the 2012 SADD Annual Report

Opportunities for *additional visibility* ...



- **Donate a prize** for the emcee to reward audience participation during general sessions and your company's name will be recognized.
- **Contribute an item or service to the Tuesday evening SADD Silent Auction** – proceeds benefit SADD's College Scholarship Program

June 26 Awards Dinner & Celebration ...

The culminating highlight of conference takes place Tuesday evening, June 26. We hope you will join us for this memorable event! **Special VIP table will be reserved for sponsors.** [BTW, youth attendees bring fancy dress for this occasion, but business casual attire is just fine!]

A Great Venue ...

Experience one of LA's top hotels, the **Torrance Marriott South Bay**. Near Redondo Beach, this property features comfortable guest rooms, savory dining, and convenient hotel amenities. It's adjacent to the Del Amo Fashion Mall, one of the largest malls in the country. For additional information about our conference venue, visit marriott.com/torrance.

Hotel rooms are available at a discounted conference rate of \$175 per night. **This rate is inclusive of all taxes and fees.** To receive this special rate, make your reservation with SADD's conference travel planner, **WorldStrides** by contacting **Todd Kersey**, toll-free, at **800-999-7676** or by email at toddk@worldstrides.org. You are welcome to book directly with the hotel, if you are able to obtain a lower rate.

Torrance Marriott South Bay – 3635 Fashion Way, Torrance, CA 90503 – 310-316-3636

2012 SADD National Conference Sponsorship Response Form



Company/Organization: _____

Contact Person & Title: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone: _____ Fax: _____

Email: _____ Cell: _____

Sponsorship Level

Please check the desired sponsorship level. Print all information legibly and exactly as it should appear in signage, in SADD publications, or on the SADD website for recognition purposes. Complimentary booth included in all sponsor levels. Kindly email hi-res B/W and color jpegs of your company logo to Deborah Burke Henderson at dbhenderson@sadd.org. Final payment and logos due to SADD National by **Friday, May 18, 2012**.

- SOLD--SADD Presenting Sponsor: California Office of Traffic Safety**
- | | | | |
|--|----------|-------------------------------------|----------|
| <input type="checkbox"/> SADD Youth Council | \$30,000 | <input type="checkbox"/> Energizing | \$10,000 |
| <input type="checkbox"/> Monday Night Off-Site | \$25,000 | <input type="checkbox"/> Keynote | \$ 5,000 |
| <input type="checkbox"/> Exhibit Hall | \$15,000 | <input type="checkbox"/> General | \$ 3,500 |

- YES, please assign us a booth NO, we will not need a booth
 We are unable to participate but wish to support conference with a donation of \$_____.

Method of Payment (Full payment due by Friday, May 18, 2012.)

- Check enclosed (payable to SADD, Inc.) Kindly invoice us via PayPal so we can pay by credit card*

*If you prefer to pay by credit card, please provide an email address below, if different from the exhibitor's email.

Email: _____

To Submit Completed Sponsorship Response Form:

By Mail: SADD, Inc.
255 Main Street, Suite 208
Marlborough, MA 01752
ATTN: Deborah Burke Henderson

By Email: dbhenderson@sadd.org
By Fax: 508-481-5759

Questions? Call Deborah at 877-SADD-INC, ext. 231 (Mon - Thurs)



On behalf of the 2012 Conference Planning Committee,
including our SADD National Student Leadership Council pictured below,
THANK YOU for your anticipated participation and support!

