

November 14 2007

«Title» «FirstName» «LastName» «JobTitle»
«Company»
«Address1»
«Address2»
«City» «State» «PostalCode»

Dear «Title» «LastName»

The August 23 2007 issue of the Tallahassee Democrat announced that the City of Tallahassee was selected to host the **12th Annual Florida Neighborhood Conference** (See the enclosed article) We are excited that on June 26 27 and 28 of 2008 the City Leon County and 180 Council of Neighborhood Associations will host 1200 of our friends neighborhood leaders city and county commissioners and citizens representing communities from all over Florida It is our hope that you will join us in sponsoring this event Outlined below are some of the exciting things planned

The Tallahassee Civic Center will host the plenary sessions the workshops the keynote luncheons and will also display our sponsor s banners and their exhibit booths On Thursday June 26 Associated Industries of Florida will host our guests to a taste of north Florida with Chicken Perlow and an old fashion Barbecue Tri Eagle Sales and Anheuser Busch will provide beverages National recording artist Michael Ward a Jazz Violinist and several local bands will provide live entertainment The Council of Neighborhood Associations in cooperation with the Governor s office will conduct tours of the Governor s Mansion for our guests

On Friday our guests will be treated to an evening of live entertainment and the great taste of North Florida Gulf Coast Seafood on downtown Tallahassee s Klemm Plaza Our plan is to have a nationally renowned recording artist for this event This is only possible with the help of our Concert Sponsors

The major benefits of sponsorship of this event to «Company» lay in the opportunities for exposure and visibility as an organization committed to neighborhoods and the issues their residents face This opportunity has the potential to reach a wide demographic range of participants There will be over 10 000 pieces of conference information and material direct mailed to city and county Neighborhood Services Departments and Councils of Neighborhood organizations in more than 60 of Florida s major communities

In Tallahassee the Council of Neighborhood Associations and the City s Department of Neighborhood Services represent 180 neighborhoods an estimated population of over 140 000 residents The 60+ communities that receive this information interface with a comparative number of people We anticipate that the primary and secondary contact of our promotional campaign will reach over 800 000 Florida residents The XXXXXXXX logo would be prominently displayed on that material as a sponsor of the Florida Neighborhood Conference

Tallahassee's hosting of the 2008 Florida Neighborhood Conference will be posted on the City's website which received over 4.7 million hits in 2006. Each of the participating communities will also make promotional information about the conference and its sponsors available on their websites. Additionally, the Florida Neighborhood Conference also maintains a separate website where conference participants will have the opportunity to register online and read about the events and the sponsors committed to making the conference a success.

Enclosed is a listing of the sponsorship levels for the 2008 Florida Neighborhood Conference. It is my hope that we can count on «Company» to join with us as a sponsor of this fantastic gathering of Floridians who are committed to bettering the neighborhoods, the communities and the cities in which they live. If you have any questions please do not hesitate to contact me.

Sincerely,

Thomas H. Lewis, Director
Neighborhood and Community Services
City of Tallahassee
(891 6532)

12th Annual

Florida Neighborhoods Conference

Tallahassee, Florida

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The City of Tallahassee is proud to host the 2008 Annual Florida Neighborhoods Conference that will be held on June 26-28, 2008. The conference format is planned to take advantage of being held in the state capital with the goal of improving the quality of life in neighborhoods throughout the state.



Neighborhoods a capital idea!

The idea to organize the Florida Neighborhoods Conference grew out of discussion among local neighborhood services staff from around the state. Several of these individuals were board members of Neighborhoods USA (NUSA), a national advocacy organization for neighborhoods. They recognized the growing interest by Florida residents who with the support of their neighborhood councils staff wanted to make a difference in their communities.

The conference is designed to assist communities in building strong neighborhood foundations while offering workshops, speakers and opportunities for neighborhood advocates from small towns to large cities to network and share information.

In 1997 the first conference was held in Orlando with 300 attendees. Since then the 3-day conference has grown to an annual gathering of 1,200 plus. The conference has previously been held in Jacksonville, St. Petersburg, Ft. Lauderdale, Tampa, Sarasota and Lakeland.

Corporate and municipal sponsors are vital to the success of this conference. The registration fee is kept as low as possible to provide the opportunity for residents from all income levels to fully participate in this dynamic event.

Please contact the Department of Neighborhood & Community Services (850-891-6500) for additional information.



Hosted by TALLAHASSEE

Florida Neighborhoods Conference

June 26-28 2008
Tallahassee Florida

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Gubernatorial Concert Sponsorship Level: \$15,000

A Gubernatorial Concert Sponsor will receive

- Recognition in all promotional material as one of four sponsors for the Friday June 27 Kleman Plaza Concert
- A full page advertisement in the conference program guide promoting the company as sponsoring the recording artist and the concert
- Promotional materials and discount coupons placed in all conference registration packages
- A digital display of sponsor's logo and promotional spot shown at the Leon County Civic Center during all meals and at the beginning and end of plenary sessions
- A 3 week schedule of thirty second spots provided by radio station WHBX61 JAMZ promoting the company's sponsorship of the concert and the conference
- Sponsor's logo prominently displayed on all printed material and T-shirts
- Sponsor's banner in the Civic Center throughout the conference
- A complimentary exhibit table at the Leon County Civic Center to promote the sponsor to the conference attendees
- Ten (10) conference registrations for the 2008 Florida Neighborhoods Conference. Each registration includes all meals, receptions, events, workshops, and tours
- VIP seating for ten (10) at all seated meals at the Leon County Civic Center
- Listed on conference web site as sponsor



Neighborhoods
a capital idea!



Florida Neighborhoods Conference

June 26 28 2008
Tallahassee Florida

Attachment # 2
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Sponsorship Levels & Information

Cabinet Sponsor \$10 000

- Full page advertisement in the conference program guide
- Logo prominently placed on all printed materials and T-shirts
- Company banner displayed throughout the conference
- Promotional materials placed in the conference welcome tote bags (subject to pre-approval)
- A complimentary exhibit table to promote your organization at the 2008 Florida Neighborhoods Conference
- Ten (10) conference registrations for the 2008 Florida Neighborhoods Conference. Each registration includes all meals and receptions, events, workshops and tours
- VIP breakfast (10) at all seated meals in the Leon County Civic Center
- Listed on web site as sponsor

Legislative Sponsor \$5 000

- Half page advertisement in the conference program guide
- Logo prominently placed on all printed materials and T-shirts
- Company banner displayed throughout the conference
- Promotional materials placed in the conference welcome tote bags (subject to pre-approval)
- A complimentary exhibit table to promote your organization at the 2008 Florida Neighborhoods Conference
- Six (6) conference registrations for the 2008 Florida Neighborhoods Conference. Each registration includes all meals and receptions, events, workshops and tours
- Six (6) reserved places at all seated meals in the Leon County Civic Center
- Listed on web site as sponsor

Constitutional Sponsor \$1 000

- A quarter page advertisement in the conference program guide
- Logo prominently placed on all printed materials and T-shirts
- Company banner displayed throughout the conference
- Promotional materials placed in the conference welcome tote bag (subject to pre-approval)
- A complimentary exhibit table to promote your organization at the 2008 Florida Neighborhoods Conference
- Four (4) conference registrations for the 2008 Florida Neighborhoods Conference. Each registration includes all meals and receptions, events, workshops and tours
- Four (4) reserved places at all seated meals in the Leon County Civic Center
- Listed on web site as sponsor

Sunshine Sponsor \$500

- Eighth page advertisement in the conference program guide
- Company banner displayed throughout the conference
- Promotional material placed in the conference welcome tote bags (subject to pre-approval)
- A complimentary exhibit table to promote your organization at the 2008 Florida Neighborhoods Conference
- Two (2) reserved places at all seated meals in the Leon County Civic Center
- Two (2) conference registrations for the 2008 Florida Neighborhoods Conference. Each registration includes all meals and receptions, events, workshops and tours