



PENNSYLVANIA BUS ASSOCIATION

# 2011 Marketplace

March 22, 2011

## Sponsorship Form

PA Farm Show Complex Expo Hall • Harrisburg, PA

COMPANY: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

CHOOSE A SPONSORSHIP LEVEL HERE ▼	INCLUDES:
<b>PLATINUM Sponsorship \$3,500</b> <input type="checkbox"/> Marketplace Premium Supporter	<ul style="list-style-type: none"> <li>Marketplace Directory full page color ad* • 2 Awards Dinner Tickets • (1) Marketplace Booth**</li> <li>Advance mailing of company information to motorcoach company group leaders (Send literature no later than <b>March 1, 2011</b>)</li> </ul>
<b>GOLD Sponsorship \$2,500</b> <input type="checkbox"/> Marketplace & Awards Networking Reception (March 21)	<ul style="list-style-type: none"> <li>Marketplace Directory half page color ad*</li> <li>50% off Marketplace Booth**</li> </ul>
<b>SILVER Sponsorship \$1,500</b> <input type="checkbox"/> Exhibitor Breakfast (March 22) OR <input type="checkbox"/> Name Badge/Lanyards for Group Leaders (1,500)	<ul style="list-style-type: none"> <li>Marketplace Directory half page color ad*</li> </ul>
<b>BRONZE Sponsorship \$1,000 – Limited to only one!</b> <b>N/A Marketplace Directory Cover - SOLD</b>	<ul style="list-style-type: none"> <li>Great Exposure to group leaders and motorcoach tour planners. Design 2011 Marketplace Directory COVER (Guidelines apply)</li> </ul>
<b>COPPER Sponsorship \$500</b> <input type="checkbox"/> Bottled Water for Exhibitors (March 22)	<ul style="list-style-type: none"> <li>\$50 off 2010 Marketplace Directory half page color ad*</li> </ul>
<b>PROMOTIONAL Sponsorship \$250</b> <input type="checkbox"/> Advanced mailing of your company promotional materials to registered marketplace bus companies with PBA's Official Endorsement	<ul style="list-style-type: none"> <li>Email blasts to bus companies announcing sponsorship and PBA endorsement</li> <li>Pre-marketplace promotion of your product, service, or attraction!</li> </ul>
<b>Group Leader "Shining Star" Gift Bag Sponsorship \$50</b> <input type="checkbox"/> Send PBA 30 gift items and profile sheets and PBA will include in the gift bag for the "Shining Star" group leader.	Opportunity to donate an item to be included in a give-away bag given to a selected Shining Star Group Leader from each motorcoach arriving at Marketplace. Just your item to PBA no later than <b>March 1, 2011</b> and we'll do the rest. <i>NOTE: reusable bags not permitted as the gift item</i>
<b>Group Leader Shopping Bag Sponsorship (select one)</b> <input type="checkbox"/> \$50: 25-50 shopping bags (reusable) OR <input type="checkbox"/> \$100: 51-200 shopping bags (reusable) OR <input type="checkbox"/> \$250: 201-500 shopping bags (reusable)	<ul style="list-style-type: none"> <li>Bags will be distributed on motorcoaches to group leaders so great visibility of your company</li> <li>Just Ship to PBA no later than <b>March 1, 2011</b> and we'll do the rest • Bag size shall be no smaller than <b>15"x15"x4.5"</b> for great recognition</li> </ul>

► **PAYMENT INFORMATION:** *Submit payment with this form. NOTE: there is a 10% surcharge for non-member companies requesting to Marketplace sponsorship*

Check OR  CREDIT CARD \$ \_\_\_\_\_  
 AMEX  MasterCard  VISA

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Complete Billing Address of Card: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ DATE \_\_\_\_\_

► **RETURN TO**

Pennsylvania Bus Association  
 4405 North Front St. • Harrisburg, PA 17110-1709  
 FAX 717-236-1391 (credit card payments only;  
 to assure receipt by PBA please confirm receipt of faxed forms)

**PBA USE ONLY:**

TOTAL AMOUNT DUE \$ \_\_\_\_\_

Check # \_\_\_\_\_ Check Date \_\_\_\_\_

Check or CC Amount \$ \_\_\_\_\_

Credit Card Approval: \_\_\_\_\_

**ALL SPONSORSHIPS INCLUDE** Listing in Marketplace Directory, PBA web-site recognition, PBA Bus Digest newsletter recognition, Special Poster recognition at Marketplace, company representative sponsorship ribbon.  
*\*ADS: Email to [tlinn@pabus.org](mailto:tlinn@pabus.org) by February 11, 2011 (jpg format required).*  
*\*\*COMPLIMENTARY OR DISCOUNTED BOOTH: Sponsorship Form must accompany Booth Registration Form to confirm booth discount or complimentary rate.*  
**DIRECTORY COVER:** PBA will contact company with guidelines for Directory Cover.  
**LIMITED SPONSORS:** Some sponsorships may be limited to one or two sponsors based on first come; contact Tammy at 717-236-9042 or [tlinn@pabus.org](mailto:tlinn@pabus.org) for availability.

**DEADLINE: February 11, 2011**  
**for guaranteed placement in Marketplace Directory**