

# Recipe for Success 2008 - SFM SPONSORSHIP AND ADVERTISING APPLICATION

Company Name \_\_\_\_\_  
(as it should appear in print)  
Key Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

#### Payment Information:

- My check, PAYABLE TO SFM, is enclosed.  
 Please charge my Visa/MasterCard/American Express:

Account Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

Contact SFM Headquarters for more information about the 2008 sponsoring opportunities at [sfm@ahint.com](mailto:sfm@ahint.com) or call 856/380-6829.



SOCIETY FOR FOODSERVICE MANAGEMENT  
On-Site Dining Experts

#### SFM Sponsorship Information

For additional information on SFM or any items mentioned in this brochure, contact:

15000 Commerce Parkway  
Suite C  
Mt. Laurel, New Jersey 08054  
USA  
856 / 380-6829  
Fax: 856 / 439-0525  
E-mail: [sfm@ahint.com](mailto:sfm@ahint.com)  
Web site: [www.sfm-online.org](http://www.sfm-online.org)

#### Please bring forward totals from back page

|   |          |
|---|----------|
| <input type="checkbox"/> <b>Publications</b>                | \$ _____ |
| FastFacts   |          |
| Online Membership Directory                                 |          |
| SFM Web Site  |          |
| Industry Standards & Benchmark Comparisons                  |          |
| <input type="checkbox"/> <b>Local Networking Events</b>     | \$ _____ |
| <input type="checkbox"/> <b>Programs and Special Events</b> | \$ _____ |
| Critical Issues Conference                                  |          |
| Networking Breakfast at the NRA Show                        |          |
| LeadershipLink  |          |
| Program Committee Webinars                                  |          |
| <input type="checkbox"/> <b>Women's Council</b>             | \$ _____ |
| <input type="checkbox"/> <b>SFM Foundation</b>              | \$ _____ |
| Golf Tournament   |          |
| Networking Cruise   |          |
| <input type="checkbox"/> <b>National Conference</b>         | \$ _____ |
| <input type="checkbox"/> <b>Annual Packages</b>             | \$ _____ |
| <b>Total due</b>  | \$ _____ |

## PUBLICATIONS

### Online Membership Directory

- With web banner and link to your web site \$2,500

### FastFacts

- Annual \$2,500

- Monthly (list months)

Month: \_\_\_\_\_ \$200

Month: \_\_\_\_\_ \$200

### SFM Web Site

- With web banner and link to your web site \$3,000

### Industry Standards and Benchmark Report (February 29)

- Inside Front Cover, full-color \$2,500

**Total Publications \$ \_\_\_\_\_**

## LOCAL NETWORKING EVENTS

City: \_\_\_\_\_

*\*Please contact SFM for specific locations.*

- Gold \$1,000

- Silver \$500

- Bronze \$250

**Total Local Networking \$ \_\_\_\_\_**

## PROGRAMS & SPECIAL EVENTS

- Critical Issues Conference (February 29)** \$1,500

- NRA Networking Breakfast (May 1)** \$1,000

- Holiday Networking Event (November 3)** \$1,000

- LeadershipLink 4 Webinars (February 29)** \$3,500

- Program Committee Webinars** \$3,500

**Total Programs and Special Events \$ \_\_\_\_\_**

## WOMEN'S COUNCIL

### Diamond (February 29)

- Annual support \$5,000

### Individual Event Sponsorship

Workshop Title: \_\_\_\_\_

- Gold \$1,000

- Silver \$500

- Bronze \$250

**Total Women's Council \$ \_\_\_\_\_**

## SFM FOUNDATION

### Golf Tournament (April 14)

- Diamond \$2,500

- Hole Sponsor \$1,000

### Networking Cruise (June 2)

- Diamond \$2,500

- Platinum \$1,750

- Gold \$1,000

**Total Foundation \$ \_\_\_\_\_**

## ANNUAL PACKAGES - APRIL 21

- Diamond \$40,000

- Platinum \$20,000

- Gold \$12,000

*(choose one)*

- Foundation Golf - Diamond

- Foundation Cruise - Gold

- Silver \$8,000

*(choose one)*

- Foundation Golf - Platinum

- Foundation Cruise - Gold

*(choose one)*

- NRA Networking Breakfast

- Holiday Networking Event

**Total Annual Packages \$ \_\_\_\_\_**

## NATIONAL CONFERENCE - APRIL 28

- Diamond** \$30,000

- Platinum** \$12,500

*(choose one)*

- 9/29 Opening Reception

- President's Luncheon

- Dessert Party

OR

*(choose two)*

- 9/30 Buffet Breakfast

- 9/30 AM Networking Break

- 9/30 PM Networking Break

- 10/1 Innovations Fair and Luncheon

- 10/1 Buffet Breakfast

- 10/1 AM Networking Break

- 10/1 PM Networking Break

- Gold** \$6,000

*(choose one)*

- 9/30 Buffet Breakfast

- 9/30 AM Networking Break

- 9/30 PM Networking Break

- 10/1 Innovations Fair and Luncheon

- 10/1 Buffet Breakfast

- 10/1 AM Networking Break

- 10/1 PM Networking Break

- Silver (minimum Innovations Fair level)** \$4,500

- Bronze** \$3,000

### **A La Carte**

- Conference USB Drive (1) \$7,500

- Communication Center (3) \$1,000

- Concurrent Educational Session Sponsor (3) \$1,000

- Hotel Key Card (1) \$1,000

- New Member/First-Time Attendee Reception (2) \$1,000

**Total National Conference \$ \_\_\_\_\_**