



Dear Friends of Historic Roads,

We would like to invite you to partner with us on a 3 day event that promises to be a magical time of education, enlightenment, and networking with some of the top historic road professionals at the Biennial American Road Foundation Conference.

Plans have begun taking shape for the conference which will take place in Joliet, Illinois from Tuesday, September 21, 2010 to Thursday, September 23, 2010. The conference will be held at the Renaissance Center in the historic downtown Joliet.

Our conference will be featuring a variety of educational sessions including: “Building Collaboration/Partnerships with Private and Public Entities toward a Common Goal”, “Creating a Unified Alliane along a Linear Multi-State Route”, and “Social Networking”. Networking opportunities include hands-on voluntourism projects to participate in and learn how you might bring a voluntourism project to life along your historic road, a networking reception at the fabulous historic Rialto Theatre, and an exhibitor area to learn about new products and opportunities available to help you meet the challenges of today and tomorrow.

We would be delighted to have you partner with us for the American Road Foundation Conference. Included is a list of partnership opportunities available this year. Please review and let us know which you are interested in. Please give us a call at 877-285-5434 x4 or an email at: [smartin@americanroadmagazine.com](mailto:smartin@americanroadmagazine.com) .

We hope you will join us this fall in Joliet and we look forward to hearing from you.

Thank you,

Sheila Martin, Conference Coordinator  
American Road Foundation  
Regional Office: 8 Rock Hill Court, Edwardsville, IL 62025  
877-285-5434 x4 – [smartin@americanroadmagazine.com](mailto:smartin@americanroadmagazine.com)

**American Road Foundation**

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PO Box 46519  
Mount Clemens, MI 48046  
[Americanroadfoundation.org](http://Americanroadfoundation.org)



## **Partnership Opportunities**

### ***Diamond Partner - \$20,000***

- 2 full conference registrations
- Exhibit Booth in a premium location
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 500 word company description in the sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage
- Brief comments before sponsored event
- Ad on American Road magazine e-newsletter
- 2-page Spread Print Ad in American Road magazine with ROI Reporting
- Foundation Membership
- Sponsorship of Grant and Project of your choice

### **Events at this level:**

- Foundation Conference Partner

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***Ruby Partner - \$15,000***

- 2 full conference registrations
- Exhibit Booth in a premium location
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 450 word company description in the sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage
- Brief comments before sponsored event
- Ad on American Road magazine e-newsletter
- Full Page Print Ad in American Road magazine with ROI Reporting
- Foundation Membership
- Sponsorship of Grant and Project of your choice

**Events at this level:**

- Foundation Conference Partner

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### ***Sapphire Partner - \$10,000***

- 2 full conference registrations
- Exhibit Booth in a premium location
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 400 word company discription in the sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage
- Brief comments before sponsored event
- Ad on American Road magazine e-newsletter
- ½ Page Print Ad in American Road magazine with ROI reporting
- Foundation Membership
- Sponsorship of Grant and Project of your choice

#### **Events at this level:**

- Foundation Conference Partner

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***Platinum Partner - \$5,000***

- 2 full conference registrations
- Exhibit Booth in a premium location
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 300 word company description in the sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage
- Brief comments before sponsored event
- Ad on American Road magazine e-newsletter
- ¼ page Print Ad in American Road magazine
- Foundation Membership

**Events at this level:**

- Opening Reception
- Keynote Address

***Gold Partner - \$3,000***

- 2 full conference registrations
- Standard Exhibit Booth
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 150 word company description in sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage
- Brief comments before sponsored event

**Events at this level:**

- Meal Service

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### ***Silver Partner - \$1,500***

- 2 full conference registrations
- Standard Exhibit Booth
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 100 word company description in sponsorship section of attendee directory distributed in the conference registration materials
- Brochure and/or item placement in conference gift bags
- Additional event signage

#### **Events at this level:**

- Breakout Sessions

### ***Bronze Partner - \$1,000***

- 1 full conference registration
- Standard Exhibit Booth
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials
- 50 word company description in sponsorship section of attendee directory distributed in the conference registration materials
- Additional event signage

#### **Events at this level:**

- Beverage Breaks

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***Associate Partner - \$500***

- 1 full conference registration
- Standard Exhibit Booth
- All meals and receptions included
- Sponsorship logo on Foundation website and conference materials

***Exhibitor Partner - \$350***

- Standard Exhibit Booth
- All meals and receptions included

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