



The 2012 ATHENA Award

Location: Andiamo Italia
7096 East Fourteen Mile Road
Warren, MI 48092

Friday, May 4th 11:30 a.m. – 2:30 p.m.

Sponsorship, Table & Ticket Contract

-----Purchaser-----

Company _____

Address _____

City, State, Zip Code _____

Contact Person _____ Phone _____

Sponsorship, Table & Ticket

-----Agreement-----

The above information is correct to my knowledge and meets all requirements.

X _____ Date: _____

Sponsor's Authorization

*The Macomb Foundation is a 501(c)3 organization. Your contribution may be tax deductible.
Please consult your tax advisor.*

Presented by:



Reservations due by Monday, April 30th

Please make your selections by checking the appropriate item(s) below:

Gold	\$5,000
Silver	\$2,500
Ivory	\$1,000
Table	\$750
Ticket	\$75

The following sponsorships are available for \$500. Please contact us to confirm availability.

ATHENA Award Entertainment **Honoree Gifts**

-----Payment-----

Total Due: \$ _____

Check No.: _____

Visa / MasterCard / AmEx: _____

Expiration Date & Zip Code: _____



The 2012
ATHENA[®]
Awards

EVENT OVERVIEW

Join us and many area leaders in honoring Macomb County's outstanding businessmen and women at the ATHENA Award event in May. Hosted in Macomb County by the **Macomb Foundation** and its sister organization, the **Macomb County Chamber**, the ATHENA Award is an international program that honors individuals who:

- Actively assist women in realizing their full leadership potential;
 - Exemplify excellence and initiative;
 - And contribute to the community as a whole.

This year's honorary celebration will be held at **11:30 a.m.** on **Friday, May 4** at **Andiamo** of Warren. Hundreds of guests are expected to gather and celebrate 20-plus nominees from across Macomb County and southeast Michigan.

MACOMB COUNTY ATHENA AWARD RECIPIENTS

 2011 Jamie Spriet Health Alliance Plan	 2010 Barbara Rossmann Henry Ford Macomb Hospital	 2009 Lisa Satawa The Droste Group	 2008 Joni Nelson Illitch Holdings	 2007 Sue Coats & Deb McPeak Turning Point		
 2006 Kristina Marshall Winning Futures	 2005 Sue Walker Henry Ford Macomb Hospital - Warren	 2004 Donald Morandini Macomb Co. Dept. of Planning & Economic Development	 2003 Camille Colatosti, Ph.D. Berklee College of Music	 2002 Jennifer Kluge Michigan Business & Professional Association	 2001 Silvia Karlsson General Motors Corporation	 2000 Shirley Trewyn- Corkins Small Wonders Early Learning Center

Friday, May 4
Luncheon: 11:30 a.m.
Andiamo
7096 14 Mile Road, Warren 48092

Presented by:
Macomb
FOUNDATION

P: 586-493-7600
F: 586-493-7602
28 First St., Suite B, Mt. Clemens 48043
www.MacombCountyChamber.com

BENEFITS OF PARTICIPATION

This unique event presents you with the opportunity to honor your employees, promote your business and reinforce your institutional values all at once. Participating in the ATHENA Awards is both an investment in your workforce and a terrific marketing tool for your business. Benefits of participation include:

- Networking with local business and community leaders
- Increasing your business's visibility through...
 - Active participation in an internationally respected program
 - Recognition of your employees' accomplishments and community service
 - Promotion of your business's support via comprehensive media and community-based communication and marketing campaigns
- Honoring employees in a convenient and affordable manner
- Encouraging loyalty among your valued employees who...
 - Exceed or excel at meeting workplace standards and expectations
 - Represent your company's definition of excellence
 - Embody your institutional values and principles

Hundreds of local businesses have benefited from this event over the past eight years. Their nominees, nominators and guests have shared in these benefits by attending the honorary celebration and networking with distinguished guests such as Senator Debbie Stabenow, Judge Pamela Gilbert O'Sullivan and ATHENA Awards founder Martha Mertz.

THE ONLY MACOMB COUNTY
EVENT OFFICIALLY SANCTIONED BY:



IMPORTANT DATES

Nominee Names - Monday, March 19: All ATHENA nominees will be announced to the press as part of our publicity campaign. Please submit your names by this date to ensure their inclusion.

Nomination Forms - Monday, March 26: Nomination forms received by this date will be forwarded to the ATHENA Award Selection Committee who will identify this year's recipient.

Program Book Advertisements - Monday, April 16: Accepted formats include TIFF, JPG and PDF files as well as camera-ready art. *All ads are black & white only except the 4-color Back Cover.*

Sponsorship Reservations - Monday, April 23: Sponsors confirmed by this date will be included in the ATHENA Program Book, on event signage and in publicity materials including press releases.

Table & Ticket Purchases - Monday, April 30: Ensure you have seats saved for the big day.

TICKET, TABLE & SPONSORSHIP RATES

Tables and tickets are available for purchase:
Individual tickets are \$75 ■ Tables of 10 are \$750

All celebration sponsors receive:

- Company name on Electronic Banner
- Company logo or name in all event advertising
- Acknowledgement in the eConnect e-mail newsletter
- Special recognition in the Program Book ■ Promotion on our website

IVORY - \$1,000

The benefits listed above, plus:

- 10 tickets
- A **half** page Program Book ad

SILVER - \$2,500

The benefits listed above, plus:

- 10 tickets
- A **full** page Program Book ad
- Display area for corporate signage
- Verbal acknowledgement from the podium

GOLD - \$5,000

The benefits listed above, plus:

- 20 tickets
- Event naming rights
- Two-page, **center-spread** ad in the Program Book
- Display area for corporate signage
- Company representative to deliver a message from the podium

ONE OF A KIND - \$500

- Award sculpture
- Entertainment ■ Honoree gifts

ADVERTISING OPTIONS

A keepsake program will be produced for this celebration. Contents will include a sponsor list, nominee bios and photos as well as a wide range of advertising opportunities. **All sponsorships include advertising, but upgrades and additional ads are also available for purchase at the following rates.** Please see the "Important Dates" section on page two for preferred formats and due dates.

SIZE	DIMENSIONS	RATE
Business Card	2" L x 3.5" W	\$50
Quarter Page	5" L x 3.75" W	\$150
Half Page	5" L x 7.5" W	\$300
Full Page	10" L x 7.5" W	\$500
Inside Back Cover	10" L x 7.5" W	\$1000
Inside Front Cover	10" L x 7.5" W	\$1250
Center Spread	10" L x 16" W	\$1500
4-Color Back Cover *	10" L x 7.5" W	\$2000