

36th

September 23, 2010

Annual Dinner

6:00 pm No-Host Reception • 7:00 pm Dinner • De Anza Ballroom, Portola Hotel & Spa • Monterey

Keynote Speaker

Mireille Guiliano

Mireille Guiliano, former President & CEO of Clicquot, Inc. and LVMH executive has been hailed as "a true marketing innovator" and "a barrier breaking pioneer." In 1984 Guiliano was tapped to re-launch the 225-year-old flagship brand Veuve Clicquot in the U.S. In two decades under her leadership, it grew from less than one percent to about 25% of the U.S. champagne market. Ms. Guiliano, through lively stories drawn from her experience in the highest ranks of the business world, gives practical advice on topics including: passions and talents, coping with stress and turning yourself into a winning brand.



Sponsorship Levels

PLATINUM SPONSOR, \$5,000 - Reserved table for 10 in prime location, full-page display on back inside cover or center in program book, inclusion in all advance publicity, listing as "Platinum Sponsor", recognition from podium at event and in CWL newsletter.

GOLD SPONSOR, \$3,000 - Reserved table for 10 in excellent location, full-page display in program book, mention in advance publicity, listing as "Gold Sponsor" in program book, recognition from podium at event and in CWL newsletter.

SILVER SPONSOR, \$2,000 - Reserved table for 10, 1/2 page display in program book, mention in advance publicity, listing as "Silver Sponsor" in program book, recognition in CWL newsletter.

BRONZE SPONSOR, \$1,500 - Reserved table for 10, 1/4 page display in program book, listing as "Bronze Sponsor" in program book, recognition in CWL newsletter.

AFFILIATE SPONSOR, \$1,100 - Must be currently certified affiliate organization of CWL. Reserved table for 10, recognition in the dinner program book.

PATRON, \$550 - Four reserved dinner tickets and listing in the dinner program book.

PIONEER, \$275 - Two reserved dinner tickets and listing in the dinner program book.

Sponsorship Levels

Camera Ready Art due by August 27, 2010

Full-page display (vertical)...\$1,000 - 7 in x 9 in
 Half-page display (horizontal)...\$500 - 4.25 in x 7 in
 1/4 Page display (vertical)...\$300... - 3.5 in x 4.5 in
 Business card (horizontal)...\$150 - 2. in x 3.5 in

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Reservation Form

Sponsors will be seated at specially marked reserved tables.
 Sponsors' tables will be assigned (within sponsorship categories) on a first come, first served basis.

Table Reservations due by August 27, 2010

NAME >> _____
 DAYTIME TELEPHONE >> _____
 ADDRESS >> _____
 CITY >> _____ STATE >> _____ ZIP >> _____
 NAME OF CONTACT PERSON >> _____

Mail this Reservation Form with your check payable to:

CWL • 650 Howe Avenue, Suite 1050 • Sacramento, CA 95825
 PHONE: (916) 646-3114 FAX: (916) 646-6469 EMAIL: info@cwl.org

Reserved seating is NOT AVAILABLE for individual tickets

I wish to purchase individual tickets
 Qty: _____ @ \$110.00 each = \$_____

Sponsorship

- Platinum Sponsor \$5,000.00
- Gold Sponsor \$3,000.00
- Silver Sponsor \$2,000.00
- Bronze Sponsor \$1,500.00
- CWL Affiliate Sponsor \$1,100.00
- Patron (4 reserved seats) \$550.00
- Pioneer (2 reserved seats) \$275.00

Program Book \$ _____
 TOTAL Enclosed \$ _____

You may also go on-line and pay by credit card at www.cwl.org