

# Sponsorship Packages

**18<sup>th</sup> August 2010**

**Cinnamon Grand, Colombo**

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## Co- Sponsorship

### 01. Sponsor Benefits | QS 2010 Co-Sponsorship (Investment: Rs.500, 000)

#### Pre-event Advertising |

##### Newspaper

As a Co- Sponsor of the “QS 2010”, your corporate logo will be placed in all press advertisements, under the caption “Co-Sponsors”.

##### Television

All television advertisements pertaining to the event will feature your corporate logo and your company name with the quote - “Co-Sponsored by”

##### Online

Your company name and logo will be featured in all online communications and e-adverts (including email campaigns) being a Co-Sponsor.

##### Web Sites

SLASSCOM official web site will feature your company logo and name under the caption “Co-Sponsors”, in all web pages dedicated to QS 2010.

##### QS 2010 e-Flyer

Official QS 2010 e-Flyer will also give prominence to your company name and logo by featuring you as a Co-Sponsor.

#### Event Day - Circulation |

##### QS 2010 Tickets & Participant ID Tag

Your company logo will be featured in the QS 2010 event ticket and in the participant ID tag (clip on)

##### QS 2010 Brochure

Front page of the QS 2010 brochure will feature your company logo under the caption of “Co-Sponsors”  
You will also be provided with the opportunity to advertise your company products and services in the back cover (half a page) of the brochure

##### Company Flyer Distribution

You will be also given the opportunity to distribute one complimentary A4 size (with the QS 2010 brochure) containing your company information.

You are also allowed to distribute any company branded gift to the participant

#### Event Day - Outdoor Advertising |

##### Entrance Banner

The corporate logo of your organization under the caption “Co-Sponsors” will be displayed in the entrance banner.

##### Information Desk

The participants of QS 2010 will comprise of CEOs, top level managers and quality practitioners. You will be given a free information desk to promote your products and services to these participants outside the main conference room.

#### Event Day - Indoor Advertising |

##### Display of X-Stands at the event

You will be given the opportunity to display 04 X-stands in the main conference room (morning session)

##### QS 2010 Backdrop

The corporate logo of your organization under the caption “Co-Sponsors” will be displayed at the event backdrop.

##### Video Presentation

During the main event, you are allowed to play a promotional video of 90 seconds duration twice - just before the start and during first intermission.

#### Other Complimentary Benefits |

##### Complimentary Tickets

You will receive 07 complimentary tickets worth of Rs. 3,500/= to attend the QS Summit 2010.

##### Special Acknowledgements

Your company will be acknowledged by the compeer periodically during the event for being one of the Co-Sponsors

##### Mailing List

A complete mailing list of QS 2010 attendees will be provided for future correspondence

## “Cocktail” Sponsorship

### 02. Sponsor Benefits | QS 2010 “Cocktail” Sponsorship (Investment: Rs.600, 000)

#### Pre-event Advertising |

##### Newspaper

As the Cocktail sponsor of “QS 2010”, your corporate logo will be placed in all press advertisements, next to programme event item Cocktail as “Cocktail Sponsored by - Your company name”.

##### Television

All television advertisements pertaining to the event will feature your corporate logo

##### Online

Your company name and logo will be featured in all online communications and e-adverts (including email campaigns), next to programme event item Cocktail as “Cocktail Sponsored by – Your company name”.

##### Web Sites

SLASSCOM official web site will feature your company logo and name next to the event item “Cocktail Sponsored by – Your company name” in dedicated QS 2010 web page.

##### QS 2010 Flyer

Official QS 2010 flyer will also provide prominence to your company name and logo by featuring you as the Cocktail Sponsor.

#### Event Day - Outdoor Advertising |

##### Entrance Banner

The logo of your organization will be displayed in the entrance banner under the caption “Cocktail Sponsor”

##### Information Desk

You will be provided with an information desk to promote your products and services to the participants of QS 2010. The participants of QS 2010 will mainly comprise of CEOs, top level managers and quality practitioners.

#### Event Day - Indoor Advertising |

##### QS 2010 Backdrop

The corporate logo of your organization under the caption “Cocktail Sponsor” will be displayed at the event backdrop

##### Video Presentation

On the event day, you are allowed to play a promotional video of 45 seconds duration at the start of the cocktail event

#### Event Day - Circulation |

##### QS 2010 Tickets

Your company logo will be displayed in all the QS 2010 tickets

##### QS 2010 Brochure

As the Cocktail Sponsor of the “QS 2010”, your company logo will be featured on the front cover of the brochure under the caption Cocktail Sponsor  
You will also be given the opportunity to advertise your company products and services in the flap of the brochure cover (Inside the brochure)

##### Company Flyer Distribution

You will be also given the opportunity to distribute one complimentary A4 size (with the QS 2010 brochure) containing your company information.  
You can also distribute company branded gifts to participants during the main event and during the cocktail (not during track sessions).

#### Other Complimentary Benefits |

##### Exclusivity

Exclusivity to carry out promotions within the cocktail room

##### Complimentary Tickets

As the Cocktail Sponsor of “QS 2010”, you will receive 07 complimentary tickets to attend QS 2010.

##### Special Acknowledgements

As the Cocktail Sponsor, you will be acknowledged by the compeer during the main event.

##### Mailing List

A complete mailing list of QS 2010 attendees will be provided for future correspondence

## "Case Study" Sponsorship

### 03. Sponsor Benefits | QS 2010 "Case Study" Sponsorship (Investment: Rs. 100,000) Duration: 30 min. max. (Presentation + Q & A)

#### Pre-event Advertising |

##### Newspaper

As one of the Case Study Sponsors of the QS 2010, your company name will be placed in all press advertisements, with an explanation of the Case Study presented (max 25 words).

##### Television

Your company logo will be featured in all television advertisements pertaining to QS 2010 under the caption of "Case Study Sponsors".

##### Online

All online communications and adverts made (including email campaigns) with regard to the event will feature your company name and logo as a Case Study Sponsor of QS 2010. It will also include a description of the case study presented (max 50 words)

##### Web Site

All web pages dedicated to QS 2010 in the SLASSCOM official web site will feature your company logo and the name as a Case Study Sponsor with a detail description of your case study (max 100 words). You can also upload slides of the presentation in the web site to be downloaded by the participants.

##### QS 2010 e-Flyer

Your company logo and the name will also be featured in the SLASSCOM official QS 2010 e-Flyer with a summary description (max 50 words) of your case study.

#### Event Day - Circulation |

##### QS 2010 Tickets

QS 2010 tickets will feature your company logo amongst the other sponsorship logos

##### QS 2010 Brochure

The front cover of the QS 2010 brochure will feature your company logo under the caption "Case study Sponsors" and you can insert one A4 size description about your case study to the QS 2010 brochure. You are also allowed to distribute any number of company branded gifts to the main event participants

#### Event Day - Indoor Advertising |

##### Video Presentation

On the event day, you are allowed to play a promotional video of 30 seconds duration (once) just before the start of the case study presentation.

##### QS 2010 Backdrop

The corporate logo of your organization under the caption "Case Study Sponsors" will be displayed in the event backdrop.

#### Event Day - Outdoor Advertising |

##### Entrance Banner

Your company logo will be displayed amongst the other sponsorship logos in the entrance banner

#### Other Complimentary Benefits |

##### Complimentary Tickets

We will be providing you two complimentary to attend QS 2010.

##### Special Acknowledgement

As one of the Case Study Sponsors, you will be acknowledged by the compeer during the main event.

##### Mailing List

A complete mailing list of QS 2010 attendees will be provided for future correspondence

## “Technical Track” Sponsorship

### 04. Sponsor Benefits | QS 2010 “Technical Track” Sponsorship (Investment: US\$1,500)

Duration: 200 minutes (Presentation) + 20 minutes (Q & A)

#### Pre-event Advertising |

##### **Newspaper**

As one of the Technical Track sponsors of the “QS 2010”, your company name will be placed in all press advertisements, with a description of the technical track content (max 50 words).

##### **Television**

All television advertisements pertaining to the event will display your logo under the caption “Technical Track Sponsors” of QS 2010

##### **Online**

Your company name and logo will be featured in all online communications and adverts (including email campaigns) with a description (max 100 words) of the technical track content

##### **Web Site**

SLASSCOM official web site will feature your company name and logo with a detail description of your programme content (max 200 words) in all pages dedicated to QS 2010. You can also upload your technical track presentation slides in the SLASSCOM portal

##### **QS 2010 e-Flyer**

The SLASSCOM official e-Flyer will include a summary description (max 100 words) of the programme and will also display your logo and the company name.

#### Event Day - Circulation |

##### **QS 2010 Tickets**

QS 2010 tickets will feature your company logo

##### **QS 2010 Brochure**

The front cover of the QS 2010 brochure will feature your company logo and you will be given the opportunity to insert one A4 size description about the technical track programme with contact details to the brochure

##### **Distribution of Corporate Information**

You are given the opportunity to distribute your corporate information, brochures to all participants of technical tracks.

You can also distribute any amount of corporate branded gifts to the participants of the main event.

#### Event Day- Indoor Advertising |

##### **Video Presentation**

On the event day, you are allowed to play a promotional video of 45 seconds duration (only once) just before the start of the technical track presentation.

##### **Information Desk**

The participants of QS 2010 Technical Tracks will comprise CEOs, top level managers and quality practitioners. You will be given a free information desk to promote your products and services to these participants inside the room where your technical track presentation is held

##### **QS 2010 Backdrop**

The corporate logo of your organization under the caption “Technical Track Sponsors” will be displayed on the event backdrop.

##### **X-Stands**

You are given the opportunity to display 02 X-Stands (max size of “6x4”) in the room where technical track presentation is carried out

#### Other Complimentary Benefits |

##### **Location and other amenities**

You will be given the access to an A/C room to accommodate 50 participants with seating, notebooks, pencils and evening tea.

A free projector to be used during the training will also be provided.

##### **Complimentary Tickets**

We will be also providing you 02 complimentary tickets to attend QS 2010.

##### **Special Acknowledgements**

As one of the technical track sponsors, you will be acknowledged by the compeer during the main event.

##### **Mailing List**

A complete mailing list of QS 2010 attendees will be provided for future correspondence

## “Official Electronic Media Partner” Sponsorship

### 05. Sponsor Benefits | QS 2010 “Official Electronic Media Partner” Sponsorship

#### Description

The electronic media partner must provide adequate media coverage and publicity to the event before and after

The publicity requirements before the event include;

- Telecasting/broadcasting an advertisement of 30 seconds (television)/ 15 seconds (radio) during “Business News” for a period of 21 days prior to the event
- Run 5 reminder adds of 30 seconds (television)/ 15 seconds (radio) each day during 7 pm to 10 pm, 14 days prior to the event
- Complete video coverage of the event with live feeds on the two back projection screens provided

The after event publicity requirements include;

- Telecast /broadcast a 45 min programme on the event

#### Benefits

The official electronic media partner will be given the exclusivity on electronic media coverage for first ever Quality Summit 2010.

Display of the corporate logo of the company in all press, television, online advertisements, SLASSCOM corporate website, QS 2010 flyer cover, QS Brochure cover, ticket and event backdrop

Two free tickets to attend QS 2010

A complete mailing list of QS 2010 attendees will be provided for future correspondence

Opportunity to conduct interviews with speakers and presenters on the event day

Distribute complimentary company branded gifts to the participants of the main event.

## **"Official Print Media" Sponsorship**

### **06. Sponsor Benefits | QS 2010 "Official Print Media" Sponsorship**

#### **Description**

The official print media partner requires providing adequate publicity for the event using print media before and after the event.

The publicity requirements before the event includes;

- Publish a full page colour advertisement about the event for a period of four weeks (before the event date) in a Sunday news papers (under the business news section)
- Publish one page article explaining the event content and purpose, one week prior to the event

After event publicity requirements include;

- One page colour article capturing the event summary and interviews from speakers in a Sunday news paper (under the business news section)

#### **Benefits**

You will be given the exclusivity on print media coverage for Quality Summit 2010.

Display of the corporate logo in all television, online adverts, SLASSCOM corporate website ,official QS 2010 flyer, QS 2010 brochure front cover, event front cover and Tickets

Two free tickets to attend QS 2010

Opportunity to conduct interviews with speakers and presenters

Opportunity to distribute complimentary company branded gifts to all the participants at the main event.

A complete mailing list of QS 2010 attendees will be provided for future correspondence

## “Official Telecommunication” Sponsorship

### 07. Sponsor Benefits | QS 2010 “Official Telecommunication Provider Sponsorship”

#### Description

The official telecommunication sponsor requires providing the following for QS 2010

- Mobile phones to be used during the event by the SLASSCOM committee members (up to 10 nos)
- Prepaid SIMs to be used by the speakers and the presenters (up to 10 nos)
- Free wi-fi connectivity at the event location
- Two free internet kiosks

#### Benefits

Recognition of being the “official telecommunication sponsor” in the first ever QS 2010

Exclusivity of being the official telecommunication sponsor for the event

Display of the corporate logo in all television, newspaper, online advertisements including SLASSCOM corporate website, event backdrop, event entrance banner, event brochure cover, tickets and in official QS 2010 flyer

A free information desk to promote your products and services to the participants

Display of the logo in the event backdrop and in the QS 2010 brochure front cover

Two free tickets to attend QS 2010

Opportunity to distribute complimentary corporate gifts to all participants of the main event

A complete mailing list of QS 2010 attendees will be provided for future correspondence



### **“Information Desk” Sponsorship**

#### **08. Sponsor Benefits | QS 2010 “Information Desk” Sponsorship (Investment: Rs. 25,000)**

##### **Description**

The participants of QS 2010 will comprise CEOs, decision makers, top level managers and quality practitioners. As an Information Desk sponsor, you will be given a desk with a seating of two people to promote your products and services to these participants outside the main conference room.

##### **Complimentary Benefits**

As one of the Information desk sponsors of “QS 2010”, you will receive 01 complimentary ticket to attend QS 2010.

In addition to the above, you will be given the opportunity to distribute your company branded complementary gifts to all participants of QS 2010

A complete mailing list of QS 2010 attendees will be provided for future correspondence

### **“Banner” Sponsorship**

#### **09. Sponsor Benefits | QS 2010 “Banner” Sponsorship (Investment: Rs. 15,000)**

##### **Description**

You will be given the opportunity to display 01 banner (max size of “4x2”) on a side wall of the main conference room (morning session).

##### **Complimentary Benefits**

As one of the Banner sponsors of the “QS 2010”, you will be given one complimentary ticket to attend the QS 2010.

A complete mailing list of QS 2010 attendees will be provided for future correspondence

### Sponsorship Comparison

		01	02	03	04	05	06	07	08	09
		Co-Sponsorship	Cocktail Sponsorship	Case Study Sponsorship	Track Sponsorship	Electronic Media Sponsorship	Print Media Sponsorship	Telecommunication Sponsorship	Information Desk Sponsorship	Banner Sponsorship
Pre-event Advertising	News paper	Logo + Company Name	Logo	Company Name + 25 word description	Logo + Company Name + 50 word	Logo	Logo	Logo	-	-
	Television	Logo + Company Name	Logo	Logo	Logo	Logo	Logo	Logo	-	-
	Online Advertisements	Logo + Company Name	Logo + Company Name	Company Name + Logo + Max 50 words description on the case study presentation	Company Name + Logo + Max 100 words description on the track presentation	Logo	Logo	Logo	-	-
	SLASSCOM Website	Logo + Company Name	Logo + Company Name	Logo + Company Name + Max 100 words description	Logo + Company Name + Max 200 words description	Logo	Logo	Logo	-	-
	QS 2010 e-Flyer	Logo + Company Name	Logo + Company Name	Logo + Company Name + Max 50 words description on the case study	Logo + Company Name + Max 100 words description on the track	Logo	Logo	Logo	-	-
Event day - Circulation	QS 2010 Brochure	Logo + Half a page advert (back cover)	Logo	Logo	Logo	Logo	Logo	Logo	-	-
	Company Information flyer (A4 size)	Allowed - along with the main brochure	Allowed - along with the main brochure	Allowed - along with the main brochure (only about the case study)	Allowed - along with the main brochure (only about the track presentation) & during the technical tracks	-	-	-	-	-
	Company branded Gift distribution	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	-
	QS 2010 Ticket	Logo	Logo	Logo	Logo	Logo	Logo	Logo	-	-
	Participant ID (Clip on)	Logo	Logo	-	-	-	-	-	-	-
Event day - Outdoor Advertising	Entrance banner	Logo	Logo	Logo	Logo	Logo	Logo	Logo	-	-
	Information Desks	1	1	-	1	-	-	1	1	-
Event day - Indoor Advertising	Video Presentation	90 seconds at the main event - before starting and	90 seconds during the cocktail event (twice)	30 seconds at the main event - before the case study (once)	45 seconds before the track presentation	-	-	-	-	-
	Event Backdrop	Logo	Logo	Logo	Logo	Logo	Logo	Logo	-	-
	Banners	-	-	-	-	-	-	-	-	1
	X-Stands	4 (in the main conference room)	-	-	2 (inside the track room)	-	-	-	-	-
Other Complimentary benefits	Free Tickets	7	7	2	2	2	2	2	1	-
	Special acknowledgement at the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Mailing list of participants	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Exclusivity	N/A	Yes, only for the cocktail event	-	-	Yes, only for electronic media coverage	Yes, only for print media coverage	Yes, only as the official telecommunication provider	-	-
	Chance to interview speakers	-	-	-	-	Yes	Yes	-	-	-
<b>Your Investment</b>		<b>Rs. 500,000</b>	<b>Rs. 600,000</b>	<b>Rs. 100,000</b>	<b>US \$ 1500</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>Rs. 25,000</b>	<b>Rs. 15,000</b>