



Boston College Center for Work & Family

CWF 20th Anniversary Celebration

2010

Next Generation Work-Life: Celebrating our history, envisioning our future

The Center for Work & Family will be celebrating our 20th Anniversary in 2010. The event will take place in conjunction with the Fall 2010 Work & Family Roundtable Meeting in Boston.

Gala date: September 30, 2010 Boston College Club, Downtown Boston

Sponsorship contributes to the lifetime efforts of the Center for Work & Family to research, develop and educate on the best practices in workforce management.

Sponsorship Opportunities

20th Anniversary Signature Sponsor - \$25,000 - John Deere

- Speaking opportunity at the event (**Welcoming remarks**)
- Prominent placement of logo and company name on all 20th Anniversary materials including event invitation, print pieces, conference presentations and other communications
- Entryway signage with company logo at the Celebration and Gala events
- Acknowledgement of Signature Sponsorship on Press Releases, articles and media efforts related to the event
- Logo and organization description on CWF 20th Anniversary Website
- Invitation for colleagues to attend the 20th Anniversary Celebration and Gala (Complimentary attendance and premium seating for 5 representatives)
- Full-page advertisement in the Gala program-inside cover placement
- Opportunity to provide give-away items to attendees
- Logo and acknowledgement in 20th Anniversary video produced by CWF (to be shown at Gala and posted to CWF website)
- Recognition throughout the event and in any follow-up materials

20th Anniversary Leader - \$15,000 – Kraft Foods

- Prominent placement of logo on 20th Anniversary materials including event invitation, print pieces, signage and other communications
- Logo on CWF 20th Anniversary Website
- Invitation for colleagues to attend the 20th Anniversary Celebration and Gala (Complimentary attendance and premium seating for 4 representatives)
- Full-page advertisement in the Gala program
- Logo and acknowledgement in 20th Anniversary video produced by CWF (to be shown at Gala and posted to CWF website)
- Recognition throughout the event and in any follow-up materials



20th Anniversary Partner - \$10,000 – *Marriott International & Merck & Company*

- Placement of logo on 20th Anniversary materials including print pieces, signage and other communications
- Logo on CWF 20th Anniversary Website
- Invitation for colleagues to attend the 20th Anniversary Celebration and Gala (Complimentary attendance and premium seating for 3 representatives)
- Half-page advertisement in the Gala program
- Acknowledgement in 20th Anniversary video produced by CWF (to be shown at Gala and posted to CWF website)
- Recognition throughout the event and in follow-up materials

20th Anniversary Friend - \$5,000 – *Chevron Corporation (Friend Plus), AstraZeneca Pharmaceuticals, Baxter Healthcare Corporation, Bristol-Myers Squibb Company, Dell, Inc., IBM Corporation, Johnson& Johnson, & United Parcel Service*

- Placement of logo on 20th Anniversary materials including print pieces, signage and other communications
- Company name on CWF 20th Anniversary Website
- Invitation for colleagues to attend the 20th Anniversary Celebration and Gala (Complimentary attendance for 2 representatives)
- Half-page advertisement in the Gala program
- Recognition throughout the event and in follow-up materials

20th Anniversary Supporter - \$1,000 – *Chubb & Son Insurance, The Dow Chemical Company, FM Global, Pearson, Inc. (Super Supporter), Timberland Company*

- Placement of company name on select 20th Anniversary materials including print pieces and other communications
- Company name on CWF 20th Anniversary Website
- Invitation to attend the 20th Anniversary Celebration and Gala (Complimentary attendance for 1 representative)
- Quarter page advertisement in the Gala program
- Recognition at the event

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