

Dear College Friend:

As a member of the Midwest Cooperative Education and Internship Association (MCEIA), you have come to expect quality programming at our annual professional development meetings. This year's conference, "Gathering Great Minds" is sure to inspire our members with great ideas. Over 200 representatives from throughout the Midwest will gather to network, share best practices and learn about current trends related to cooperative education and internships. Members will meet at the Atheneum Hotel. Located in downtown Detroit, the hotel is in walking distance from Greek Town, shopping, restaurants, casinos and entertainment.

We hope that you will join us October 26-28, for this exceptional conference. Registration is available online at www.mceia.org. Some of the highlights include:

- Afternoon program at the recently renovated Detroit Institute of Arts;
- Breakout sessions covering current issues related to cooperative education and internships;
- Networking opportunities with colleagues and employers;
- Awards Luncheon, Grand Gala, Employer of the Year Award and more!

Sponsorship of the MCEIA conference is an excellent opportunity for your organization to gain visibility to employers and colleges across the Midwest. By placing an advertisement in our conference program book, donating an in-kind item or sponsoring a hospitality event, you will be doing your part to ensure a quality professional development experience for all members. Please review the options in the Conference Sponsorship packet. There are many ways to show your support of MCEIA.

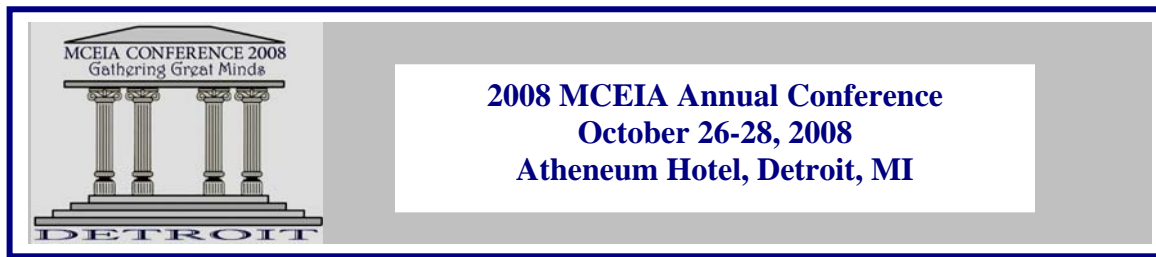
Please contact Sharon or Chris if you would like more information on becoming a sponsor. We look forward to discussing this opportunity with you and hope you will join us in "Gathering Great Minds".

Sincerely,

MCEIA 2008 Conference Sponsorship Committee

Christine Brant
Director Career Services
Madonna University
36600 Schoolcraft
Livonia, MI 48150
734-432-5620
Fax 734-432-5424

Sharon Murphy
Career Specialist
Marygrove College
8425 West McNichols Road
Detroit, MI 48221
313-927-1472
Fax 313-927-1695



Sponsorship Opportunities

Your organization can stand out and be recognized by college and university representatives if you consider any of the following sponsorship options. Deadline for sponsorship opportunities is September 26, 2008.

PLATINUM PACKAGE (\$7,500 AND UP)

This package includes the following:

- Headline display of your company name on MCEIA website and all printed materials for the conference
- Prominent full-page ad for your organization within the conference program booklet
- Membership and full conference registration for four (4) people
- Acknowledgement at your sponsored lunch
- Sponsorship of two conference workshops
- Exhibitor table

GOLD PACKAGE (\$5,000 TO \$7,499)

This package includes the following:

- Prominent display of your company name on MCEIA website and all printed materials for the conference
- Prominent full-page ad for your organization within the conference program booklet
- Membership and full conference registration for three (3) people
- Acknowledgement at your sponsored breakfast
- Sponsorship of two conference workshops
- Exhibitor table

SILVER PACKAGE (\$3,000 TO \$4,999)

This package includes the following:

- Display of your company name on MCEIA website and all printed materials for the conference
- Full-page ad for your organization within the conference program booklet
- Membership and full conference registration for two (2) people
- Sponsorship of one conference workshop
- Exhibitor table

BRONZE PACKAGE (\$1,000 TO \$2,999)

This package includes the following:

- Display of your company name on MCEIA website and all printed materials for the conference
- Half-page ad for your organization within the conference program booklet
- Membership and full conference registration for one (1) person
- Sponsorship of one conference workshop
- Exhibitor table

OLYMPIAN PACKAGE (\$500 TO \$999)

This package includes the following:

- Quarter-page ad for your organization within the conference program booklet
- Sponsorship of one conference workshop
- Exhibitor table



Additional Sponsorship Opportunities:

Single event sponsors are acknowledged in the conference program.

In-Kind Donation - Includes company name listed within the conference program booklet. Sample donations include conference bag gifts (approx. 225), door prizes (i.e. gift certificates), etc.

Hospitality Suite - (Food, beverages, and suite space, \$1,000) - Nightly gathering and networking suite for attendees and their guests. Sign with company logo will be placed in the suite.

Opening Reception - (\$5,500) - A welcome and networking session for all conference attendees on Sunday Evening, October 26th, includes entertainment, food, and 2 drink tickets per attendee. Sponsor will be acknowledged at the event and there will be a sign with company logo at the event.

Breakfast - (\$3,000 one breakfast sponsor or \$6000 sole sponsor of 2 breakfast events) - Provide breakfast on either, or both, days of the conference, October 27th or October 28th. Sponsor will be acknowledged at the event and there will be a sign with company logo at the event.

Refreshment break - (\$700 co-sponsor donation for a single break, \$1400 for 2 breaks, or \$2800 single sponsor for all 4 breaks) - Coffee/Tea for attendees during one of the morning breaks or Coffee/Tea and snacks for one of the afternoon breaks. There will also be a sign with company logo at the event.

Conference Program Ad Rates:

\$500 - Back cover full-page

\$400 - Inside front or inside back cover full page

\$300 - Full page

\$200 - Half page

\$100 - Quarter page



Last Name _____ First Name _____

Title _____ Department _____

Institution/Company Name _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

Sponsorship Package Options (Select one):

_____ **PLATINUM PACKAGE (\$7,500 AND UP):** includes headline display of your company name on MCEIA website and all printed materials for the conference, prominent full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for four (4) people, acknowledgement at your sponsored lunch, sponsorship of two conference workshops

_____ **GOLD PACKAGE (\$5,000 TO \$7,499):** includes prominent display of your company name on MCEIA website and all printed materials for the conference, prominent full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for three (3) people, acknowledgement at your sponsored breakfast, sponsorship of two conference workshops

_____ **SILVER PACKAGE (\$3,000 TO \$4,999):** includes display of your company name on MCEIA website and all printed materials for the conference, full-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for two (2) people, sponsorship of one conference workshop

_____ **BRONZE PACKAGE (\$1,000 TO \$2,999):** includes display of your company name on MCEIA website and all printed materials for the conference, half-page ad for your organization within the conference program booklet, exhibitor table, membership and full conference registration for one (1) person, sponsorship of one conference workshop

_____ **OLYMPIAN PACKAGE (\$500 TO \$999):** quarter-page ad for your organization within the conference program booklet, exhibitor table, sponsorship of one conference workshop

Additional Options:

_____ **Conference Portfolios** (\$2,500) _____ **Opening Reception** (\$5,500)

_____ **Hospitality Suite** (food, beverages, and suite space, (\$1,000)

_____ **Breakfast** (\$3,000 one breakfast sponsor or \$6,000 sole sponsor of 2 breakfast events)

_____ **Exhibitor Table** (\$200/1 day) _____ **Exhibitor Table** (\$350/2 days)

_____ **Refreshment break** (\$700 co-sponsor donation for a single break, \$1,400 for 2 breaks, or \$2,800 single sponsor for 4 breaks)

Employer Breakfast Registration (\$50 per person) available online www.mceia.org

Conference Program Ad Rates:

_____ \$500 - Back cover full-page _____ \$400 - Inside front or back cover full page _____ \$300 - Full page
 _____ \$200 - Half page _____ \$ 100 - Quarter page

_____ In-kind donation (Please describe): _____

Payment must accompany this form. Confirmation will be sent once payment is processed. FIN 31-1053436. Make check payable to the **MCEIA 2008 Conference**. Mail payment, or in-kind donation, and form to: Chris Brant - MCEIA 2008 Conference, Madonna University, Career Services, 36600 Schoolcraft, Livonia, MI 48150.