

6TH ANNUAL

OCTOBER 28-30 2009 | MIAMI, FL

# MULTICULTURAL MARKETING SUMMIT

Dear Prospective Sponsor,

We are excited to share a special opportunity with you. The Summit is the best in its class of events with a prestigious audience of marketing and media professionals. You will find the sponsorship opportunities at the 6th Annual Multicultural Marketing Summit to be an excellent way to make an optimal investment with limitless returns. Def Jam Recordings, a platinum sponsor at last year's Summit, will be presenting a Case Study to highlight the enormous response they've received from sponsoring and attending the event

The Summit attendees are a select group of senior managers and executives whose priority is to gain practical guidelines and insight about the Multicultural Market. These senior decision makers and influencers could become your next clients, and are responsible for substantial budgets.

Sponsorship Opportunities are available at four different levels and all are positioned and promoted through a combination of pre-conference exposure and on-site conference branding. Please find enclosed a **Sponsorship Opportunities brochure** for your reference.

As these sponsorships are corporate category exclusives, we encourage you to send your participating conformation as soon as possible. We're positive that your benefit from sponsoring will be enormous. This is "...the one conference on ethnic marketing you MUST attend," Fortune 1000 companies have stated.

Please visit [www.multiculturalmarketingsummit.com](http://www.multiculturalmarketingsummit.com) for the Event Overview, Location, and other pertinent details.

Best Regards,

**Aviva Rose-Avila**

*Conference Director*

888-309-2005

aroseavila@geoscape.com

# MULTICULTURAL MARKETING SUMMIT

## What Participants' Have Been Saying...

"The Geoscape Summit is in a class of its own-- excellent networking, great presenters, exquisite food, drinks and entertainment."

-Beatris Diaz

**Toyota Financial Services**



"The one conference on ethnic marketing that you must attend this year."

-Julie Loving, Sr. Manager - Consumer Business Insights

**AstraZeneca**

"I LOVED that you provided the presentations, neatly in the binder, IN advance AND made them available electronically."

-Anna Dodd - Executive Director, Strategic Marketing

**News Corporation**



"The speakers, the staff in charge of the conference, the location and the service overall were first class! You also offered plenty of networking opportunities, which is always key."

-Nuria Pardo - Marketing Manager, Latin America/US Hispanic

**NBA**

"The accommodations were top-notch. The food assortment was wonderful. The conference staff was excellent. I got a lot out of the sessions and kept the binder close by. I appreciated that the presenters were all accessible & approachable for questions and general conversation."

-Jerry Thorpe - Regional Marketing Manager Central East

**Starbucks Coffee Co.**



"...bringing Goldman Sachs to a marketing conference and having the topic of conversation be so very relevant was brilliant. Additionally, I appreciated how willing presenters were to share useful information. The entertainment was fantastic too!"

- Carrie Merritt - Marketing Manager

**Walgreens**

"By far the most informative and entertaining event – in a class by itself"

- Ceril Shagrin - Senior Vice President

**Univision**



# MULTICULTURAL MARKETING SUMMIT

## Sponsorship Opportunities

We are very pleased to offer a limited number of sponsorships to the Multicultural Marketing Summit. You will find that the attendees to the Summit are a select group of senior managers and executives whose priority is marketing to Hispanics, Asians, African Americans and other cultural segments. The sponsorship opportunities listed below are corporate category exclusive. Please contact us as soon as possible so that we do not extend this offer to another company in your industry segment.

Day	Time	Event	Sponsor Level	Cost
Wed., Oct. 28	9:00-10:00 am	Continental Breakfast	Gold	\$10,000
	12:00-1:00 pm	Lunch	Platinum	\$15,000
	4:00-8:00 pm	Welcome Reception	Diamond	\$20,000
Thurs., Oct. 29	7:30-8:30 am	Continental Breakfast	Gold	\$10,000
	10:15-10:30 am	Coffee Break	Silver	\$7,500
	12:00-1:00 pm	Lunch	Platinum	\$15,000
	2:30-2:45 pm	Refreshment Break	Silver	\$7,500
	5:00-6:00 pm	Yoga Break	Silver	\$7,500
Fri., Oct. 30	6:00-9:00 pm	Reception, Dinner & Entertainment	Diamond	\$20,000
	7:30-8:30 am	Continental Breakfast	Gold	\$10,000
Fri., Oct. 30	10:30-10:45 am	Coffee Break	Silver	\$7,500
	12:15-1:15 pm	Lunch	Platinum	\$15,000
	3:00-4:30 pm	Closing Reception	Gold	\$10,000

## Sponsor Benefits:

- Inclusion of the company logo and link to its website on the Multicultural Summit website, under Sponsor Link. The Multicultural Summit website will be visited by all people interested in contributing and/or participating to the conference. It also will be available post-conference where attendees can view and download presentations and other materials from the conference.
- Inclusion of the company logo on the brochure used to promote the conference.
- Inclusion of the company logo within the conference program given to attendees upon checking in at the conference.
- Inclusion of the company logo on the conference banners displayed at the conference.
- Inclusion of company brochure within the conference "bag" provided to all registered attendees.

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## Silver Sponsor:

- All Sponsor Benefits
- Conference Registration for one person from the sponsoring company.

## Gold Sponsor:

- Elevated recognition as a Gold Sponsor
- Special recognition of company logo on conference bags
- All Sponsor Benefits
- Conference Registration for two people from the sponsoring company.

## Platinum Sponsor:

- Elevated recognition as a Platinum Sponsor
- Superior recognition of company logo on participant badges
- All Sponsor Benefits
- Conference Registration for three people from the sponsoring company
- Introduction of sponsor representative and opportunity to address the audience for up to 10 minutes prior to event sponsored.

## Diamond Sponsor:

- Elevated recognition as a Diamond Sponsor
- All Sponsor Benefits
- Conference Registration for four people from the sponsoring company
- Sponsor will have the opportunity to address the audience for up to 15 minutes during the Dinner Reception.

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# MULTICULTURAL MARKETING SUMMIT

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Sponsorship Level:

Silver Sponsor \$7,500  
 Platinum Sponsor \$15,000

Gold Sponsor \$10,000  
 Diamond Sponsor \$20,000

## Payment Method:

Credit Card:

American Express     Visa     MasterCard     Discover

\_\_\_\_\_

Card #

Exp. Date: MM/YY

Name (as shown on card)

If paying by check, please make checks payable to "Geoscape" and fax this form to 305-860-6161 or mail to:

Geoscape  
Attn: Multicultural Marketing Summit  
2100 W. Flagler St.  
Miami, FL 33135

## Sponsorship Acceptance:

By signing below, I understand that I am making a non-cancelable commitment to participate in this sponsorship opportunity.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_