College & University Sports Medicine Meeting Sponsorship Agreement and Packages

The 2006 College and University Sports Medicine Meetings will be operated and managed by the Collegiate Sports Medicine Foundation a not for profit organization dedicated to "improving the day to day of the collegiate athletic trainer" and ultimately the collegiate sports medicine program.. You may learn more about the foundation at www.csmfoundation.org . As we begin our 5th year of offering these programs some of you will be well informed of the process as well as those that are new to our organization.

The meetings are roundtable discussions dedicated to administrative issues concerning the collegiate athletic trainer. Typically these are two day meetings. As part of the meeting you will have direct access to the group as your table top displays will be in the room for which the meeting takes places to allow for as much interaction as possible during breaks. You will also have the opportunity to provide a 5-10 minute "commercial" at some point throughout the meeting, which is an opportunity for you to provide PowerPoint description, product display or whatever you have in mind. Also, the Collegiate Sports Medicine Foundation will host on your behalf a "Sponsor's Reception" on the evening of the first day. This typically ranges from a casual, happy hour type of social to a bowling outing. Type of event will depend on the area. We also encourage you to allow us to link to your web sites as well as provide information that would be included into our folder. Please limit this to two pages.

Schedule:

You may visit the web site to view the schedule. I anticipate about six meetings including the Revenue & Reimbursement meeting of which all are on the first half of the summer.

Fees:

Platinum Package:
Arrangement with a Collegiate Sports Medicine Foundation Staff member.

Gold Package:
This includes all of the Silver Package benefits plus **Exclusive Product Display:** If you would like to block out any competitors from being a sponsor at the meetings plus have priority location and commercial time the fee is $3500.

Silver Package: This includes all of the Bronze Package benefits plus table top display, commercial, web site access, meeting representative, sponsor's Reception and for the fee of $2000

Bronze Package: Web site access, printed material and attendee list for the fee of $500

Timeline:

October 15, 2006	Artwork and advertisement is due Acknowledgement of participation
February 1, 2006	Payment due (Unless you are attending the Revenue & Reimbursement meeting then payment is due before January)
April 15 2006	Submission of company representative attending meeting

The College and University Sports Medicine Meeting Marketing Plan:

NATA News:
Monthly magazine distributed by the National Athletic Trainers Association. College and University Sports Medicine Meetings would be listed in the calendar of events as well as three (3) half-page advertisements.

NATA BOC Web Site:
The College and University Sports Medicine Meetings schedule would be published on the NATA BOC Web Site.

Direct Mail / Newsletter:
The Collegiate Sports Medicine Foundation would distribute two direct mail pieces in addition to the calendar. Mail pieces would include sponsorship advertisements in addition to meeting schedule, description of programs, and registration materials. Letters would be distributed in February and April.

E-blast:
College and University head athletic trainers would receive e-mail correspondence in the months of January, March and May in regards to the College and University Sports Medicine Meetings' schedule, description of program and registration materials.

Drug Free Sport Newsletter:
Drug Free Sport would allocate advertisement space within their newsletter for the College and University Sports Medicine Meetings.