



Sponsorship

Event Description: This large regional convention offers great educational seminars and trade show with fun entertainment mixed in.

Date: October 10-12, 2011

Location: Trump Taj Mahal, Atlantic City, NJ

Expected Attendance: 600-800

Audience: This event attracts BPAA members, IBPSIA members, BPAA staff and committee members, USBC representatives, and our industry partners.

Benefit Line: Overall event sponsorship provides significant exposure during every element of the ECBC.

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
Platinum Partner Sponsor	\$10,000	<ul style="list-style-type: none"> • Company logo and link to website on eastcoastbowl.com • Recognized in International Bowling Industry Magazine as ECBC Partner • Recognized in Bowling Center Management as ECBC Partner • Registration bag insert (600 pieces will be required by 9-12-11) • Post show attendee lists (given in the form of an excel spreadsheet) • One (1) full page ad in the convention directory • Company logo in the convention directory • Company logo in the pocket guide • Company sponsored seminar during event • Company logo on event signage (provided by ECBC) • Company receives top billing on all convention material • Choice of one event to have company sponsor : <ul style="list-style-type: none"> ➤ Welcome Reception ➤ Trade Show ➤ Party at The Taj - SOLD

Sponsor Level # of Sponsors	Amount	Sponsorship Benefits
Gold Partner Sponsor	\$4,000	<ul style="list-style-type: none"> • Company logo and link to website on eastcoastbowl.com • Recognized in International Bowling Industry Magazine as ECBCC Partner • Recognized in Bowling Center Management as ECBCC Partner • Registration bag insert (600 pieces will be required by 9-12-11) • Post show attendee lists (given in the form of an excel spreadsheet) • Company logo in the convention directory • Company logo in the pocket guide • Company logo on event signage (provided by ECBCC) • Choice of one event to have company sponsor : <ul style="list-style-type: none"> ➤ Breakfast with Keynote Speaker ➤ State of the Industry Breakfast ➤ Exhibitor Appreciation Wine & Cheese Reception
Sponsor Level # of Sponsors	Amount	Sponsor Benefits
Silver Partner Sponsor	2,500	<ul style="list-style-type: none"> • Company logo and link to website on eastcoastbowl.com • Recognized in International Bowling Industry Magazine as ECBCC Partner • Recognized in Bowling Center Management as ECBCC Partner • Registration bag insert (600 pieces will be required by 9-12-11) • Post show attendee lists (given in the form of an excel spreadsheet) • Company logo in the convention directory • Company logo in the pocket guide • Company logo on event signage (provided by ECBCC) • Choice of one event to have company sponsor : <ul style="list-style-type: none"> ➤ Logo represented on ECBCC registration bags ➤ Logo represented on ECBCC name badges ➤ Logo represented on ECBCC journals

Event Descriptions

Platinum Partner Sponsor

- **Welcome Reception:** Enjoy food, drink, and network with proprietors and industry peers.
- **Trade Show:** This two day show presents 75 exhibiting companies representing various bowling center products.
- **Party at the Taj:** With great food, drink, and entertainment this event is a great way to wrap up the week.

Gold Partner Sponsor

- **Breakfast with Keynote Speaker:** This informational event offers a great networking event and keynote speaker presentation.
- **State of the Industry Breakfast:** Offers updates of all happenings at BPAA, USBC and the bowling industry.
- **Exhibitor Appreciation Wine & Cheese Reception:** A networking event with our exhibiting companies held on the trade show floor.