

2nd International Research Workshop on Spiritual and Ethical Foundations of Organizational Development (SEFOD 2010)

Sponsorship Form

This planned conference builds on the success of the 1st International Research Workshop held in February 2009 in Pondicherry.

We feel delighted to inform you that International Research Workshop on Spiritual and Ethical Foundations of Organizational Development and 2nd International Conference on Integrating Spirituality and Organizational Leadership is being held during October 7-9, 2010 at *Parmarth Niketan, Rishikesh, Uttarakhand, India.*

The conference organizing committee is seeking your participation for the smooth running of this Conference by way of sponsoring the event or its sessions that enables your company to reach the most knowledgeable and influential people in this field .

The thematic sessions include:

- Monasticism, Spirituality And Organizational Leadership
- Sustainable Development and Organizational Growth Through Spiritual Leadership
- Corporate Prosperity: Spiritual and Ethical Wheels.
- Value Based Management and the Role of Forgiveness, Gratitude and Courage
- Spirituality and Entrepreneurship
- Greed and Organizational Performance
- Corporate Resiliency: Managing the Immoral Behaviour at Workplace
- Value Based Brand Measurement and Management
- The Spiritual Foundations of Economic Development
- Values and Ethics in Financial Accounting
- Integrative Thinking: Lessons from Wisdom Traditions and its Managerial Applications

Levels of Sponsorship Include:

Platinum Conference Sponsor(only 1 available)	Individual Sponsorship Packages	Conference Welcome Reception (only 1 available)
Gold Conference Sponsor(only 2 available)	Conference Terminal Room(only 1 available)	Conference T-Shirts(only 1 available)
Silver Conference Sponsor(only 5 available)	Conference Photocopying(only 1 available)	Conference Binders(only 1 available)
	Conference Dinner (only 2 available)	Conference Lunch(only 3 available)
	Conference Bags(only 1 available)	Conference Tea/Coffee(only 3 available)

Sponsorship is not limited to financial support per se, but can also take the form of provision of material conference stationery and facilitating participants from Delhi to Rishikesh etc. Should your company be interested in sponsorship package not listed in this brochure then please feel free to contact us to discuss your preferences.

Some of the Benefits Include:

Platinum, Gold and Silver sponsors will receive a number of complementary attendee passes. All sponsors will have their company's name and logo (within productions schedule) featured in the conference binder, on the conference website and on a display board in the conference registration area.

This ISOL Foundation conferences sponsorship opportunities brochure is designed to provide you with the information you need to allow your organization to choose your desired level of involvement and exposure to attendees of this conference.

Platinum Conference Sponsor

Only One Available: Rs 3,00,000 or USD 6500

The platinum conference sponsorship package combines marketing and branding association before the event and maximum exposure during the conference. Only one sponsorship at this level is available. Benefits include:

Addressing the Conference

The platinum sponsor is the only sponsor given the opportunity to address the conference. As the platinum sponsor you will have the opportunity to address the conference for 5 to 10 minutes during the closing conference session.

Press Conference

As the platinum conference sponsor your company is entitled to organize a press conference during the conference.

Name Badges

The platinum sponsor is the only sponsor whose company logo appears on the attendee name badges. Your company logo will be featured along side the Conference logo on the attendee name badges.

Conference Binder

As the platinum sponsor your company logo will appear on cover of the attendee binders. Only the Conference Binder sponsor and the Conference logos are featured more prominently on the cover of the attendee binders.

Conference Bags

As the platinum sponsor your company logo will appear along side the Conference logo on the attendee bags. Only the Conference Bag sponsor is featured more prominently on the attendee bags.

Signage Rights

The platinum sponsor is entitled to provide appropriate signage in the main conference rooms (excluding the welcome reception, conference dinner, conference lunches and terminal room) and the conference registration area. The platinum sponsor's signage will be more prominent than those of any co-sponsors.

Conference Projection Backdrop

As the platinum sponsor your company logo will appear along side the Conference logo and more prominently than those of any gold sponsors on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters.

Attendee Passes

The platinum sponsor will be offered 5 complimentary attendee passes with the option to purchase more at a 25% discount off the applicable registration fee.

Pre-Conference Promotional Material and Conference Brochures

As the platinum conference sponsor your company's name and logo appear more prominently than those of any co-sponsors and will be featured (within productions schedule) in the conference binder, on the ISOL conference website, on a display board in the conference registration area and in any other pre-conference promotional material.

Company Literature and Giveaway

As the platinum conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack which is distributed to participants upon registration at the conference.

Acknowledgements

As the platinum sponsor you will be thanked during the opening and closing conference sessions.

Gold Conference Sponsor

Only two Available: Rs 200,000 or USD 4500

The gold conference sponsorship package combines marketing and branding association before the event and extensive exposure during the conference. Only two sponsorships at this level are available. Benefits include:

Signage Rights

A gold sponsor is entitled to provide appropriate signage in the conference registration area. Only the platinum conference sponsor's signage will feature more prominently than those of the gold sponsors.

Conference Projection Backdrop

As a gold sponsor your company logo will appear along side those of other gold sponsors on the default projection backdrop in the main conference hall. This backdrop will be used during general announcements, at the start and end of sessions and at all other times during the proceedings when the projector is not in use by presenters. Only the Conference logo and Platinum sponsor logo will feature more prominently.

Attendee Passes

Each gold sponsor will be offered 4 complimentary attendee passes with the option to purchase more at a 20% discount off the applicable registration fee.

Pre-Conference Promotional Material and Conference Brochures

As a gold conference sponsor your company's name and logo appear more prominently than those of any silver or individual conference option sponsors and will be featured (within production schedule) in the conference binder, on the conference website and on a display board in the conference registration area and in any other pre-conference promotional material.

Company Literature and Giveaway

As a gold conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack which is distributed to participants upon registration at the conference.

Acknowledgements

As a gold sponsor you will be thanked during the opening and closing conference sessions.

Silver Conference Sponsor

Only Five Available: Rs. 100,000 or USD 2500

The silver conference sponsorship package combines marketing and branding association before the event and exposure during the conference. Only five sponsorships at this level are available. Benefits include:

Attendee Passes

Each silver sponsor will be offered 2 complementary attendee passes with the option to purchase more at a 10% discount off the applicable registration fee.

Pre-Conference Promotional Material and Conference Brochures

As a silver conference sponsor your company's name and logo appear more prominently than those of any individual conference option sponsors and will be featured (within production schedule) in the conference binder, on the conference website and on a display board in the conference registration area and in any other pre-conference promotional material.

Company Literature and Giveaway

As a silver conference sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to be included in the attendee pack which is distributed to participants upon registration at the conference.

Acknowledgements

As a silver sponsor you will be thanked during the opening and closing conference sessions.

Individual Conference Sponsorship Options

For companies wishing to target specific day, materials, or social events during the conference, individual sponsorship provides an attractive option. This allows your organization to choose your desired level of involvement and exposure to attendees at the ISOL conference.

Terminal Room Equipment and Services Only

Given the nature of the work that the conference attendees are involved in it is crucial for them to be able to have Internet access during the conference to allow them to connect to their home base and access email, etc. This type of sponsorship targets the users of the well-visited terminal room and guarantees high visibility during whole of the conference.

The sponsor commits to provide an Internet connected local area network with a minimum of 5 connections (5 workstations) and a laser printer at the conference facility (for sole use of the conference attendees). In addition appropriate security software is required such as provision of antiviral software (recent version and actual signature files) . The sponsor will set-up and break down the equipment and cover usage costs, provide connectivity, wiring and appropriate insurance for usage of the equipment at the conference.

Signage Rights

In the terminal room signage will be restricted to only appropriate signage provided by the terminal room sponsor. Signage can be located in the terminal room and at the entrance to it.

Monitor Backgrounds

As terminal room sponsor you have the right to configure your terminal room equipment so that your company's name and logo appears on the background screens or as screen saver.

Conference Brochures

As the conference terminal room sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference binder, on the ISOL conference website and on a display board in the conference registration area.

Company Literature and Giveaway

As terminal room sponsor you have the opportunity to distribute your company's brochure and a gift/giveaway to attendees in the terminal room.

Acknowledgments

As terminal room sponsor you will be thanked during the opening and closing conference sessions.

Conference Photocopying

Equipment and Services Only

To ensure that attendees are provided with the most up-to-date information SEFOD conference presenters often update their presentations or provide additional materials at the last minute. The conference relies of the availability of high quality, fast-turnaround photocopying equipment or service to meet its needs. This package offers a company the opportunity to associate itself with provision of a high quality, reliable and critical service.

Signage Rights

The conference photocopying sponsor is entitled to provide appropriate desktop signage in the area used to distribute materials that are produced using your equipment.

Individual Conference Sponsorship Options

Conference Dinner Only 2 Available: INR 150,000 or USD 3000

The conference dinner usually provides an excellent sponsorship opportunity. The event usually includes local entertainment from the region, includes the wrap up of any presentations and awards and is considered the social highlight of the conference. A cuisine of high quality is provided for the conference dinner.

Signage Rights

At the conference dinner signage will be restricted to only appropriate signage provided by the conference dinner sponsor. Signage can be located in the dining room and at the entrance to it. At the conference dinner your company's name and logo will be prominently featured on each dining table and on the printed dinner menu. As

Dinner Passes

Your company may invite up to 10 additional representatives to attend the conference dinner.

Conference Brochures

As the conference dinner sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference binder, on the SEFOD Conference website and on a display board in the conference registration area.

Company Literature and Giveaway

At the conference dinner, you will have the opportunity to distribute one item of your company's literature and a gift/giveaway at each place setting.

Acknowledgments

As the conference dinner sponsor you will be thanked during the announcements that evening.

Conference Bags Only One Available: Rs. 125,000 or USD\$3,000

The sponsorship of Conference bags is geared for a company that requires high visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event.

Conference Visibility

As the conference bag sponsor your logo is featured more prominently on the attendee bags than the SEFOD Conference logo, and those of the platinum sponsor. The conference bags are distributed to each conference attendee.

Conference Brochures

As the conference bag sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference binder, on the SEFOD Conference website and on a display board in the conference registration area.

Individual Conference Sponsorship Options

Conference Welcome Reception Only One Available: Rs 100,000 or USD 3000

The conference welcome reception takes place on the Sunday evening before the official opening of the conference. This is an excellent sponsorship opportunity as this is the established meeting place for first time attendees to make contacts and for previous attendees to reaffirming existing contacts. The event usually includes a theme to encourage attendee interactions at the ice breaker and throughout the conference.

Signage Rights

In the conference welcome reception room signage will be restricted to only appropriate signage provided by the conference welcome reception sponsor.

Reception Passes

Your company may invite up to ten additional representatives to attend the conference welcome reception.

Conference Brochures

As the conference welcome reception sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference binder, on the SEFOD Conference website and on a display board in the conference registration area.

Company Literature and Giveaway

At the conference welcome reception, you will have the opportunity to provide your own booth to distribute items of your company's literature and gifts/giveaways.

Conference Binders

Only One Available: Rs 1,00,000 or USD\$2,500

The sponsorship of Conference binders is geared for a company that desires visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event when the attendees refer to conference materials.

Conference Visibility

Your company's logo will be printed along with the conference logo on the spine of the attendee binders. On the front of the attendee binder your company logo will feature more prominently than the platinum sponsor logo. Only the Conference logo will feature more prominently on the cover of the attendee binders. The conference binders are distributed to each conference attendee.

Conference Brochures

As the conference binder sponsor your company's name and logo appear (within productions schedule) alongside other individual conference option sponsors in the conference binder, on the SEFOD Conference website and on a display board in the conference registration area.

Individual Conference Sponsorship Options

Conference Lunch

Only Five Available: USD 100,000 or USD\$2,500

Whilst taking place within the formal framework of the conference, an official lunch also provides the opportunity to emphasize your organization's services or products in a more congenial setting.

Signage Rights

As a sponsor of a conference lunch you are entitled to provide appropriate signage in the lunch room on the day of your sponsored lunch. The signage in the lunch room each day will be restricted to only that of the lunch sponsor for the given day. At your sponsored lunch, your company's name and logo will be prominently featured on dining tables.

Lunch Passes

Your company may invite up to three additional representatives to the lunch.

Conference Brochures

As a conference lunch sponsor your company's name and logo appear (within production schedule) alongside other individual conference option sponsors in the conference binder, on the SEFOD Conference website and on a display board in the conference registration area.

Company Literature and Giveaway

At your conference lunch, you will have the opportunity to distribute an item of your company's literature and gifts/giveaways at a display table.

Terms and Conditions

All sponsorships will be awarded on a first come, first served basis.

Sponsorship pledges cannot be processed without payment. Funds must be payable in INR or USD. All checks should be made payable to : of “ **INTEGRATING SPIRITUALITY & ORGANIZATIONAL LEADERSHIP FOUNDATION**” payable at Delhi India.

The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.

All sponsorship materials must be submitted beforest1 Dec 2010.

No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

Sponsors are allowed to offer pledges for single or multiple items/events. For those sponsorship opportunities that include signage please note -Signage space may be limited. The conference organizers will inform each sponsor of the maximum size, number of signs etc. Contact:

Sunita Singh-Sengupta, Ph.D

Conference Convener Founder - ISOL Foundation, New Delhi

<http://www.isolindia.org>

Email: sunita.singhsengupta@gmail.com

Mobile No.: 9873167484