

# 53rd Annual NARSA Convention & Trade Show



**October 30 - November 4, 2005**

**Harrah's Casino & Resort and the Sands Expo Center  
Las Vegas, Nevada**

Tuesday, July 19, 2005

TO: NARSA Associate Members & other Industry Manufacturers and Suppliers

FROM: 53<sup>rd</sup> NARSA Annual Convention Committee

RE: 2005 NARSA Grand Gala

As in the past, NARSA would like to continue with the tradition of holding an event sponsored by the industry's leading manufacturers and suppliers. This year's event is scheduled to be held on **Tuesday, November 1, 2005 at Harrah's Resort & Casino in Las Vegas**. You can be assured that NARSA will once again put together a spectacular and fun-filled evening.

Each year we strive to deliver NARSA attendees an event that surpasses those that came before. So far we've succeeded! From all accounts last year's *Vegas Night* was a great success. Those of you that attended last year's NARSA Convention held in conjunction with AAPEX, the inaugural event in NARSA's new strategic partnership with North America's largest aftermarket tradeshow, will remember well Harrah's fun and lively *Piano Bar*. NARSA attendees practically owned the place for an entire week! It was there that piano extraordinaires battled it out for the best played piano music as judged by you, the audience. It isn't just a show...you're made to feel like you are a part of the show! Due to the extraordinary popularity of this venue, your 2005 Program Committee has decided to bring this exciting, funny, and overwhelmingly popular show exclusively to the "Club NARSA." Guests will have the opportunity to make their requests and sing along, while enjoying the many networking opportunities with their industry colleagues, all while enjoying plenty of fine food and drink. Start making a list of your favorites today!

At the same time, please remember that these wonderful evenings cannot become a reality without your generous support! Sponsorship for this event has been divided into six individual categories. With each level of sponsorship your company will gain special recognition, and the higher your sponsorship level, the more recognition you will gain. Items of recognition will be selected and designed to correspond with the theme chosen for the evening. All items of recognition will be displayed or incorporated into the décor of the Grand Gala and some items will be used throughout the entire Convention. Remember, each Grand Gala attendee – a potential customer – will remember your company's gracious sponsorship commitment long after the party's over!

Please review the attached Sponsorship Form and check the sponsorship level that best suits your budget. Please contact Jen Jones, NARSA's Assistant Executive Director, with any questions you may have at 856/642-4205 or by E-mail at [jjones@ahint.com](mailto:jjones@ahint.com). Or, feel free to contact Bob Pegrum of Visteon, this year's Grand Gala Sponsorship Committee Chair, at **(810) 231-8800** or via E-mail at [rpegrum@visteon.com](mailto:rpegrum@visteon.com).

As always, thank you for your support of the NARSA Convention & Trade Show. We look forward to your participation in yet another exciting event!

Please send completed sponsorship forms and company logos  
to the NARSA office before September 30, 2005

FAX: 856/439-9596

**Yes, our company would like to be an official 2005 Grand Gala Sponsor!**

**Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

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

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

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

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

**We would like to be a:**

\_\_\_\_\_ Diamond Sponsor @ \$ 15,000.00

\_\_\_\_\_ Premier Sponsor @ \$ 7,500.00

\_\_\_\_\_ Platinum Sponsor @ \$ 5,000.00

\_\_\_\_\_ Gold Sponsor @ \$ 2,500.00

\_\_\_\_\_ Silver Sponsor @ \$ 1,250.00

\_\_\_\_\_ Bronze Sponsor @ \$ 750.00

**Payment Information:**

Bill Us

Please charge my credit card

Card Type:  VISA  MC  AMEX

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

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

**(Please mark the appropriate box above  
to indicate the sponsor level in which you would like to participate.)**

**In addition to completing the above information, NARSA will also need to obtain a copy of your company logo for promotional purposes. Logo artwork can be sent as camera-ready copy to the NARSA office or E-mailed to lmoore@ahint.com. For reproduction, E-mailed digital artwork is best when sent in an EPS Vector Based file format (e.g., Adobe Illustrator EPS). If you have questions regarding E-mailing your artwork, please call Lia Moore at 856-439-1575, ext. 4220.**

**On behalf of the 53<sup>rd</sup> Annual NARSA Convention Committee,  
we thank you for your continued generous support!**

## **SPONSORSHIP LEVELS**

### **DIAMOND Sponsorship - \$15,000.00**

- Tote Bags with your company logo to be handed out at the NARSA Registration Desk to Convention attendees.
- Badge Lanyards with your company logo to be handed out at the NARSA Registration Desk to Convention attendees.
- Your company logo carved into a spectacular ice sculpture adorning the extravagant food display.
- PowerPoint with your company logo projected during the Gala indicating your **DIAMOND** Sponsorship level.
- 20 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

### **PREMIER Sponsorship - \$7,500.00**

- PowerPoint with your company logo projected during the Gala indicating your **PREMIER** Sponsorship level.
- TWO Premier Level Giveaways (TBD)
- Your company logo carved into a spectacular ice sculpture adorning the extravagant food display.
- 10 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

### **PLATINUM Sponsorship - \$5,000.00**

- PowerPoint with your company logo projected during the Gala indicating your **PLATINUM** Sponsorship level.
- TWO Platinum Level Giveaways (TBD)
- 8 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

### **GOLD Sponsorship - \$2,500.00**

- PowerPoint with your company logo projected during the Gala indicating your **GOLD** Sponsorship level.
- TWO Gold Level Giveaways (TDB)
- 6 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

**SILVER Sponsorship - \$1,250.00**

- PowerPoint with your company logo projected during the Gala indicating your **SILVER** Sponsorship level.
- TWO Silver Level Giveaways (TDB)
- 4 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

**BRONZE Sponsorship - \$750.00**

- PowerPoint with your company logo projected during the Gala indicating your **BRONZE** Sponsorship level.
- 2 tickets to the gala in addition to the ticket included with each Convention package purchased.
- Announcement of your company's sponsorship at the event.
- Signage throughout the 2005 NARSA Annual Convention & Trade Show.
- Publicity in NARSA Publications and in the Official On-Site Convention Brochure.
- The opportunity to provide NARSA with literature on your company to be included in tote bags.

**\*\*\*Please note that your company will most likely share space with other sponsors at the same level on any items imprinted with company logos.\*\*\***