



ARDA Sponsors are recognized as leaders in vacation ownership—not just for their prominent position in the industry but also for their contributions to ARDA’s premier annual events and meetings.

# 2006-2007 SPONSORSHIP & VISIBILITY & OFFERINGS

ARDA sponsors make possible the cutting-edge programming, big-name speakers, and high-end, innovative events for which the ARDA Convention and meetings are famous.

## 2006-2007 SPONSORSHIP & VISIBILITY OFFERINGS

**ARDA invites you to join the 100+ companies that have already made their name in the industry.** Sponsor the ARDA Convention, Awards Program, Foundation, Fall Conference, or regional programs and enjoy the recognition and returns of saturation-level promotion.

Then, watch with satisfaction as your support helps ARDA create another chart-topping event.

**ARDA sponsorship is your key to unlocking the vacation ownership industry.**

**For more information or to secure your sponsorships for 2006-2007, contact:**

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## ARDA 2006 FALL CONFERENCE SPONSORSHIP

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**This three-day conference brings together the vacation ownership industry to meet on the current issues facing the industry and often visit Capitol Hill.** Members attend committee meetings, social functions, keynote addresses and state of the industry updates. Sponsorships are available to put your company in front of the industry's 300 top decision-makers.

### ***Sponsorships include:***

- Attendee registration bag insert **\$750**
- Your business card printed in the on-site program **\$500**
- Combo of the above **\$1000**
- Continental breakfast **\$4500**
- Registration bag sponsorship **\$4500**  
Your company logo on the bag that attendees receive upon registration.
- Attendee coffee/dessert breaks **\$4500**
- VIP Lounges **TBD**
- ARDA Chairman's League exclusive event **TBD**
- Trustee dinner **TBD**
- Keynote speaker **TBD**



Education, networking, and showcases—three quick but important reasons why participation in ARDA's regional seminars is continuing to expand in size and quality.

## ARDA 2006 REGIONAL MEETING SPONSORSHIP

With their emphasis on management and operations, local decision-makers and vendors are whole-heartedly endorsing these exciting educational opportunities. The regional seminars are part trend report, part legislative briefing, part good old fashioned grassroots networking all mixed with sponsored fun and socializing.

The eight different regional seminars (in locations from New England to Hawaii) have revealed themselves as a microcosm of what ARDA is doing well in association-to-industry relationships.

### REGIONAL MEETING CALENDAR

For up to date information visit the  
"Upcoming Meetings" section of [www.arda.org](http://www.arda.org)

#### **New England Summer Meeting**

**June 4-6**

The Cape Codder Resort  
Hyannis, MA

#### **Arizona Meeting**

**July 24-25**

Carefree Resort & Villas  
Carefree, AZ

#### **Carolinas Meeting**

**August 2006**

Date & Time TBD

#### **Rocky Mountain Meeting**

**September 19-20**

Grand Timber Lodge  
Breckenridge, CO

#### **New England Winter Meeting**

**December 2006**

### **Sponsorship Levels \$600 – \$3,000**

#### **All-Attendee Lunch Sponsor**

**\$3,000 per regional or \$13,000 for all 5 meetings**

The most visible sponsorship at any regional meeting. The Lunch Sponsor receives top billing at each meeting, including a 75-word company profile and logo in the on-site meeting program, four (4) complimentary attendees to the meeting, on-site signage during the lunch, ability to address group from podium during the lunch and place a promotional item or brochure on the lunch tables, pre- and post-meeting attendee lists, and the ability to have a tabletop exhibit at the product showcase.\*

#### **All-Attendee Reception Sponsor**

**\$3,000 per regional or \$13,000 for all 5 meetings**

The top networking event at every regional meeting. The Reception Sponsor receives top billing at each meeting including a 75-word company profile and logo in the on-site meeting program, four (4) complimentary attendees to the meeting, on-site signage during and before reception, pre- and post-meeting attendee lists, and the ability to have a tabletop exhibit at the product showcase.\*

#### **Gold Sponsor**

**\$1,100 per regional or \$5,000 for all 5 meetings**

Gold Level Sponsors receive four (4) registrations for the meeting, top billing for regional meetings, including recognition on promotional materials, 60-word company profile and logo in on-site meeting program, company name on ARDA Web site and on-site signage, and ability to place items on sponsor table at meeting. Sponsors also receive pre- and post-meeting attendee lists, and the ability to have a tabletop exhibit at the product showcase.\*

#### **Silver Sponsor**

**\$600 per regional**

Silver Level Sponsors receive two (2) registrations for the meeting and billing for regional meetings, including recognition on promotional materials, ARDA Web site, on-site signage, and ability to place items on sponsor table at meeting. All sponsors receive pre- and post-meeting attendee lists, and the ability to have a tabletop exhibit at the product showcase.\*

*\* Product showcases may not occur at every region.*

*Contact Sherry Eggers at [seggers@arda.org](mailto:seggers@arda.org) for more information.*

# ARDA 2006-2007 SIGNATURE SPONSORSHIP

## **Sponsorship Levels \$50,000 and above**

ARDA's Signature Sponsors are recognized as the ultimate leaders in the industry.

Companies representing every facet of vacation ownership from resort development and exchange to financial services and in-unit products, participate as Signature Sponsors each year.

Signature Sponsorship is the most effective way to showcase your company to ARDA members and the industry as a whole. With name and logo recognition throughout the year, ARDA Signature Sponsors are considered both influential in their class and in the industry.

Join companies such as American Express, RCI, Interval International, Starwood Vacation Ownership, and Whirlpool Corporation as an ARDA Signature Sponsor and be recognized as an industry leader.

Signature Sponsorship status can be reached through individual item and event convention sponsorships, as well as sponsorship of the AIF Open Golf Tournament, ARDA Awards Program, ARDA Fall Conference, and Regional Meetings.

Signature Sponsorship can also be reached through a cash sponsorship contribution to the ARDA Convention of at least \$40,000.

## **All Signature Sponsors receive the following benefits:**

- Recognition throughout the year on meeting promotional materials, *Developments* magazine, the ARDA Web site and on-site meeting materials. Includes promotional postcards, e-marketing, preliminary program guides and more\*
- Your company's name and logo displayed on a mega-banner at the 2007 Convention & Exposition
- Logo recognition on signage and meter-boards throughout the 2007 exposition hall and convention registration area
- Your booth highlighted on the preliminary exhibit hall map that appears in the pre-convention issue of *Developments* magazine
- Logo recognition on the ARDA Web site with hyperlink to your company's Web site
- Listing in the *2007 Convention Program*, *2007 Attendee Listing*, *2007 Fall Conference Program*, and all of ARDA's 2007 Regional Seminars
- Company profile page on ARDA Web site with link to your company's home page
- Company profile page in the *2007 Convention Program* distributed to all attendees
- Company logo listed on "Sponsorship Recognition Page" in three issues of *Developments* magazine
- Your promotional materials included in the "Signature Sponsor Room Drop" on convention "peak-night" with cost of room drop provided by ARDA
- Priority placement for 2008\* and bonus points toward booth selection in the 2008 exposition area (number of points according to level of convention sponsorship)
- Complimentary registrations:
  - Seven (7) registrations for Sponsors over \$100,000
  - Four (4) registrations for Sponsors at \$50,000+
- Two (2) complimentary tickets to the ARDA Breakfast of Champions event
- Two (2) complimentary tickets to the Interval International Party with a Cause
- Sponsorship recognition in an official ARDA press release pre-convention
- Sponsorship recognition during the convention State of the Industry Opening Session
- Use of ARDA-created Signature Sponsorship logo on your promotional materials
- Access to one (1) room drop (other than peak night) of your promotional materials at the host hotel. Available to all Signature Sponsors; this room drop arranged and paid for by sponsor
- First right of refusal\* to reserve (available) hospitality suites at the host hotel. Sponsor pays for all hotel-related expenses
- Complimentary convention, regional meetings, and Fall Conference attendee list pre- and post-event
- Ability to place one (1) complimentary promotional piece in the ARDA 2007 Convention registration bag for all attendees
- 15% discount on all *Developments* magazine advertisements
- Ability to place one (1) complimentary promotional piece in the ARDA 2007 Fall Conference registration bag for all attendees

*\*Date-sensitive benefits*



# 2007 CONVENTION CONTRIBUTING SPONSORSHIPS

**All Convention Contributing Sponsors, regardless of event or item sponsorship, receive:**

- **Signage.** Your company's name on meter-boards, banners, and other signage throughout the convention exhibit hall, registration area, and hallways
- **On-site Program recognition.** Your company's name listed on sponsorship recognition ads and wherever your particular sponsorship item or event is mentioned
- **Advertising discounts.** \$500 credit towards an advertisement in the *Convention Program* or *Attendee Listing*
- **Your company's name in even more places.** The convention issue of *Developments*, the summer wrap-up issue of *Developments*, and on the ARDA Web site's sponsors section
- **Attendees at your fingertips.** Pre- and post-convention attendee list e-mailed to you
- **Bonus points** towards booth selection in 2008 (dependent on level of sponsorship)

## Sponsorship Levels \$10,000 and above

### Contributing Sponsor Benefits

Each sponsor gets something special. Something unique that will make you stand out in a specific way. Here are the details on the possibilities and the added extras.

### Convention General Session & Keynote Speaker Sponsor *Cost TBD*

Your company will be in a class of its own with this important sponsorship. Your logo will be the first thing attendees see as they walk into the general session and the last thing they see as they exit. The largest official attendee gathering at the convention (over 1700 attendees), the general session is a sure sponsorship win! **This is a Signature Sponsorship.** For more information on this premier sponsorship, contact Sherry Eggers at [seggers@arda.org](mailto:seggers@arda.org).

### Awards Program Presenting Sponsor *TBD*

With recognition throughout the year, this premium sponsorship is like no other. Your company receives logo recognition on all gala promotional materials, press releases, nomination guides, exhibit hall, and at the Awards Gala itself. **This is a Signature Sponsorship.** For more information on this premier sponsorship, contact Sherry Eggers at [seggers@arda.org](mailto:seggers@arda.org).

### Exhibit Hall Grand Opening Ceremony Sponsor *\$60,000 (can be co-sponsored)*

Make the Exposition Grand Opening Ceremony one of the high points of the convention—complimentary food & drink for all attendees with your company logo(s) on every bar and on signage throughout the exhibit hall. An extravaganza to be long remembered—along with your name. If sponsored by one company, **this is a Signature Sponsorship.**

### ARDA's 3rd Annual Breakfast of Champions Sponsor *\$40,000*

The ARDA Breakfast of Champions event has traditionally garnered over 500 attendees and showcased motivational sports legends such as Don Shula or Rudy Ruettiger. As sponsor, your company logo will be featured throughout the event and your company representative will be asked to introduce the sports hero/legend and will be seated with the speaker. In 2006, the Breakfast was the highlighted anchor of the convention with over 350 attendees. Additional benefits are included.

### All-Attendee Lunch & Win! Sponsor *\$40,000 (can be co-sponsored)*

Everyone enjoys a free lunch! In addition to having recognition/signage at the lunch itself, in the convention materials, and on the ARDA Web site, you will have the opportunity to hold a "lunch time raffle," where your company will welcome attendees over the exhibit hall loud-speaker. During lunch, attendees will be able to enter a raffle for a special prize your company and ARDA provides. Other benefits include a 1/2-page ad in *Convention Program* and napkins with your logo at lunch stations and tables.

### Registration Briefcase Sponsor *\$35,000*

Briefcase sponsors have their company logo—in full color—on the carrying case that attendees carry during and after the convention. Sponsor(s) are also able to place one (1) promotional item or brochure of their choice in the registration bag. Co-sponsorship will be considered.

### Trustee Reception Sponsor *\$30,000*

ARDA's most prominent leaders gather together at this elegant reception each year. Networking, cocktails, and the recognition of ARDA's newest Trustee members are the main purpose of this event. Your company representative will be asked to welcome this group of decision makers. Your logo will be featured on signage as well as the elegant invitation that is sent out prior to the convention.

### Celebration of Excellence Reception Sponsor *\$25,000*

ARDA's leadership will be thanking you for this gala pre-party that draws quite a crowd. A "see and be seen" event, this reception will offer your company the chance to shine! Your company is recognized through signage, on the invitations and in the Awards Gala Program. Also includes invitations for twenty (20) attendees of your choice and the opportunity to address attendees at the event.

### Daily Planner Sponsor *\$25,000*

The *Daily Planner* sponsor receives an additional 100-word company profile and prominent logo placement on this handy and well-used reference piece that goes in each attendee's registration bag.

**Convention & Fall Conference On-Site Program Guide Books Sponsor \$20,000**

Your logo will be in everyone's hands as they leaf through the convention's main source of information: the program guide. Benefits include your company's logo on the cover of both publications, as well as your ads on the inside front cover and back cover of the *Convention Program* and a 1/2-page ad in the *2007 Fall Conference Program*. Includes one (1) insert into the convention and fall conference attendee bags and one (1) complimentary attendee to both meetings.

**Convention Attendee Listing "The Industry Phone Book" \$20,000**

This publication has a longer shelf life than any other publication at the ARDA convention! Kept on attendees' desks all year long, everyone wants a copy for reference. Your logo appears on the front cover and your full-page ad on the inside front cover and back cover. Includes one (1) insert into the convention registration bag and one (1) complimentary attendee to the meeting.

**All-Attendee Continental Breakfasts Sponsor \$20,000 (for 2 breakfasts)**

Your company receives signage on tables and your company's name and logo on the napkins. Includes one (1) complimentary registration to the convention and a 1/2-page ad in the *Convention Program* or *Attendee Listing*.

**Registration Packet Notepads Sponsor \$20,000**

The Notepad Sponsor has their company logo and Web site address on the scratch pads that attendees receive in their registration bag and use during the convention. Sponsor also receives a 1/3-page ad in the *Convention Program* or *Attendee Listing*.

**Lanyards/Neck Cords Sponsor \$17,500**

One of the most visible sponsorships at the ARDA Convention, the neck cords will feature your company logo and/or Web site. Sponsor also receives a 1/3-page ad in the *Convention Program* or *Attendee Listing*.

**State Regulators Breakfast Sponsor \$15,000**

Put your company in front of those decision-making legislators. Sponsor receives signage recognition throughout breakfast, complimentary 1/2-page ad in *Convention Program*, and ability to welcome the regulators and attendees.

**Room Key Cards Sponsor \$15,000**  
Fantastic brand recognition! Attendees will see your company name each time they enter their rooms. Sponsor also receives one (1) complimentary registration bag insert.

**Convention Audio Visual Equipment Sponsor \$15,000**  
A sponsorship that shows you're dedicated to the betterment of the industry! The sponsor will have their company name and/or logo on-screen in every concurrent educational session at the convention. Includes a 1/3-page ad in *Convention Program*.

**AIF Online Auction Presenting Sponsor \$15,000**  
Put your name to a good cause and let the bids roll in. Your company will be recognized on all auction e-marketing (over 5,000 emails), on the auction home page and in all promotional and on-site materials about the auction. And, you'll feel great goodwill and get a tax deduction for donating to a 501(c)(3) that benefits the industry!

**Registration Gift Sponsor \$12,500**  
Make standing in line fun for attendees! Offer those standing in line a gift from your company and have your company's logo on signage at the registration area. Other benefits include one (1) item in attendee registration bag and a 1/3-page ad in *Convention Program* or *Attendee Listing*.

**Global Marketplace Sponsor \$10,000**  
Your company logo will appear on-screen during this event (beginning and end of session) and will welcome the Global Marketplace speaker and attendees. With over 300 attendees to this event in 2006, this is a perfect opportunity for a company with an international focus. Includes one (1) complimentary attendee and a 1/3-page ad in the *Convention Program* or *Attendee Listing*.

**Committee Meeting Coffee Breaks Sponsor \$10,000**  
ARDA's volunteers are also many of the prominent decision makers for the timeshare industry. Join ARDA in thanking them for their service by providing a much needed coffee break. Stations will be set up right outside committee meeting rooms with your company's signage at each table. They'll be thanking you after each cup! Includes a 1/3-page ad in *Convention Program*.

# 2007 FRIEND OF CONVENTION SPONSORSHIPS

## Sponsorship Levels \$2500 and above

### Friend of Convention Sponsorship Benefits

Each Friend of Convention is recognized as a supporter of the ARDA Convention and is recognized in a myriad of ways including:

- **On-site Program recognition.** Your company's name listed on all program sponsorship recognition ads and wherever your particular sponsorship is mentioned
- **Signage.** Your company's name on meterboards, banners, and other signage throughout the convention exhibit hall, registration area, and hallways as a Friend of Convention Sponsor
- **Advertising discounts.** \$300 credit towards an advertisement in the pre-convention issue of *Developments* magazine, *Convention Program*, or *Attendee Listing*
- **Your company's name in even more places.** The convention issue of *Developments*, the summer wrap-up issue of *Developments*, and on the ARDA Web site's sponsors section
- **Attendees at your fingertips.** Pre- and post-convention attendee list e-mailed to you
- **Bonus points** towards booth selection in 2008 (dependent on level of sponsorship)

### Official Convention Pen Sponsor \$7500

Everyone needs a pen at convention! Sponsor will provide pens with company name and logo, placed in all attendees' registration packets. Also includes one (1) additional item in the registration bag and a 1/3-page ad in *Convention Program*.

### AIF Online Auction Contributing Sponsor \$2000

As a Auction Contributing Sponsor, your company logo will appear on the auction home page with a link back to your company's Web site. You'll also have your company's logo and/or name connected to a number of auction consignment items which will be viewed over 10,000 times.

# YOU CHOOSE PACKAGE SPONSORSHIPS

**Sponsorship Levels**  
**\$5,500 and above**

## **New Supplier Package \$5,500**

### **Includes:**

- 10x10' Corner Booth Space at 2007 Convention
- ARDA 2006-2007 Corporate Membership (\$1,650 value)

### **Choice of one (1) of the following:**

- Friend of Convention Sponsorship recognition (see benefits on previous page)
- 1/3-page 4-color ad in 2007 convention issue of *Developments* magazine
- AIF Golf Tournament Hole Sponsorship—includes company logo on hole, ability to staff hole and offer players drinks and promotional items, one (1) player in tournament, name on all promotional and on-site materials
- Registration bag insert
- Auction Contributing Sponsorship (see benefits on previous page)

## **Multiple Event Package \$6,500**

### **Includes:**

- 10x10' Corner Booth Space at 2007 Convention

### **Pick one (1) of these:**

- Friend of Convention Sponsorship recognition (see benefits on previous page)
- AIF Open Golf Tournament Hole Sponsorship (see benefits under New Supplier Package)
- 1/2-page 4-color advertisement in 2007 convention issue of *Developments* magazine

### **AND pick one (1) of these:**

- Full-page 4-color advertisement in 2007 convention issue of *Developments* magazine
- Registration bag insert
- AIF Open Golf Tournament Par Sponsorship—includes two (2) complimentary players, your company logo on tee and ability to staff hole and give drinks or promo items to players, special banner recognition, and access to all of the day's events
- Gold Level Awards Sponsorship—includes three (3) complimentary tickets to gala with preferred seating, your company name on the back of each Awards Gala ticket, nomination guide recognition, on mega-screen at Awards Gala, and in all Awards Sponsor recognition ads and signage

## **Alumni Package \$7,500**

### **Includes:**

- 10x10' Corner Booth Space at 2007 Convention
- ARDA Chairman's League Membership (good for new Chairman's League members only)

### **Choice of one (1) of the following:**

- Friend of Convention Sponsorship recognition (see benefits on previous page)
- AIF Golf Tournament Hole Sponsorship (see benefits under New Supplier Package)
- Registration bag insert
- Auction Contributing Sponsorship (see benefits on previous page)

# ARDA 2007 AWARDS PROGRAM SPONSORSHIPS

## **Sponsorship Levels** **\$2,500 – \$10,000**

Industry professionals know how important it is that ARDA has a venue to recognize the best and brightest in vacation ownership. Awards Program Sponsorships highlight your company's commitment to honoring those achievements.

For as little as \$2500, your company will join the sponsorship ranks with other industry leaders such as Bluegreen Corporation, Wyndham Worldwide, American Express, Holiday Systems International, RCI, Interval International, Berkley Group, Orange Lake Resort & Country Club, and more.

Your contribution guarantees you complimentary tickets, preferred seating, recognition throughout the year and most importantly, a chance to give back to the industry's only Awards Program.

### **All Awards Program Sponsors receive the following benefits:**

- Convention on-site recognition on the Awards Display Board in registration area
- Recognition in the *Awards Nomination Guide* mailed to all ARDA members
- Recognition on-screen at the 2007 ARDA Awards Gala
- Recognition on the ARDA Web site
- Complimentary pre- and post-convention attendee list in Microsoft® Excel format
- Bonus points towards 2008 booth selection

### **Platinum \$10,000**

- Ten (10) complimentary Gala tickets, preferred seating, and a private waiter during the Gala dinner
- A recognition of your company as a Platinum Sponsor on the back of the Gala tickets for all attendees to see
- "Gobo" spotlight recognition at the Awards Gala

### **Emerald \$7,500**

- Eight (8) complimentary Gala tickets, preferred seating, and a private waiter during the Gala dinner
- A recognition of your company as an Emerald Sponsor on the back of the Gala tickets for all attendees to see

### **Diamond \$5,000**

- Six (6) complimentary Gala tickets with preferred seating at the Gala dinner

### **Gold \$2,500**

- Three (3) complimentary Gala tickets with preferred seating at the Gala dinner

# 2007 AIF OPEN GOLF TOURNAMENT SPONSORSHIPS

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## **Sponsorship Levels \$1,500 – \$15,000**

Here's your chance to add to your network of timeshare industry professionals or reconnect with old friends while supporting timeshare industry research by participating in the sixth annual AIF Open Golf Tournament.

Help support our industry research and education programs and be a part of this exciting tournament by becoming an AIF Open Tournament sponsor. Each sponsorship opportunity is designed to maximize your presence at this event. We know you will find one that is just right for you and your organization.

## **All AIF Open Golf Tournament Sponsors receive the following benefits:**

- Tee gift packages for each complimentary player
- Lunch and reception access for each player
- Complimentary golf shirts for each player
- Recognition on the ARDA Web site
- Recognition in the *Tournament Program of Events*
- Recognition on Sponsor Thank You ads to appear in three (3) issues of *Developments* magazine, the *Convention Program*, and *Attendee Listing*

### **Presenting Sponsor Cost TBD**

#### **Course Sponsor \$15,000**

- Twelve (12) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo recognized on six (6) different holes on the course
- Exclusive banner at tournament
- Recognition as an ARDA 2007 Friend of Convention

#### **Eagle Sponsor \$10,000**

- Eight (8) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo recognized on two (2) holes per course
- Exclusive banner at tournament

#### **Birdie Sponsor \$5,000**

- Four (4) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo recognized on one (1) hole per course

#### **Beverage Cart Sponsor \$5,000**

- Four (4) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo on beverage cart for one (1) course
- Use of golf cart for your company representative to follow beverage cart
- Fifty (50) complimentary drink tickets for your company representative to distribute to players

#### **Golf Cart Sponsor \$5,000**

- Four (4) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo on all player carts for one (1) course
- Ability to place promotional gift from your company on each player cart on one (1) course

#### **Trophy Sponsor \$5,000**

- Four (4) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo on signage displayed at Awards reception post-tournament

#### **Par Sponsor \$2,500**

- Two (2) complimentary players in the tournament
- Company logo on all-sponsor banner
- Company logo recognized on one (1) tee

#### **Hole-in-One Sponsor \$3,000**

- Two (2) complimentary players in the tournament
- Company logo on all-sponsor banner
- Exclusive logo recognition on hole-in-one tee sign

#### **Specialty Hole Sponsor \$2,500**

- Two (2) complimentary players in the tournament
- Company logo on all-sponsor banner
- Exclusive logo recognition on specialty hole tee sign

#### **Hole Sponsor \$1,500**

- One (1) complimentary player in the tournament
- Company recognition on all-sponsor banner
- Logo recognition on one (1) tee sign on one (1) course

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**For more information or to secure your sponsorships for 2006-2007, contact:**

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