



September 21, 2011

Dear Potential Sponsor:

Good Work Network and the Alliance for Economic Inclusion (AEI) invite you to participate as a sponsor in the 4th Annual Southeast LA AEI Small Business Conference, *Moving From Challenges to Opportunities*. Returning to the Lindy Boggs Center at the University of New Orleans on November 8th, 2011, this conference will bring together recognized small business experts, representatives of the financial community, entrepreneurs, and government officials. This event aims to provide valuable information not only to small business owners interested in growing their businesses, but also to financial institutions interested in increasing their small business customer base.

The Southeast LA AEI was formed by the FDIC to address key economic issues and other recovery problems facing the small businesses of the region. The Southeast LA AEI represents a coalition of over 90 financial institutions, affordable housing advocates, small business development resource groups, the SBA, government officials, faith-based groups and federal bank regulatory officials. This group is working collectively on strategies and solutions to bring more of the unbanked and under banked into the financial mainstream.

This year's conference - *Moving From Challenges to Opportunities* - will focus on topics that address the current economy and is designed to provide assistance to small businesses and the financial institutions that serve them. The conference will explore strategies for greater market access, tackling industry specific needs, and finding business opportunities. Additionally, the conference will provide a forum for networking between entrepreneurs, businesses, and financial institutions. Together with your support, we can provide the resources to entrepreneurs that will help build a diverse and inclusive local economy.

Enclosed for your consideration is our Conference Sponsorship Registration Form. Your tax deductible sponsorship can be made payable to Good Work Network and should be mailed to the address on the form by October 21st, 2011. If you are a financial institution, your sponsorships may also qualify for Community Reinvestment Act (CRA) credit under the CRA Investment Test Regulations.

We hope that you will join us for this important event and we look forward to seeing you on November 8th!

Sincerely,

A handwritten signature in blue ink that reads 'Phyllis Eagan Cassidy'.

Phyllis E. Cassidy, Executive Director
Good Work Network
Conference Chair



Southeast Louisiana Alliance for Economic Inclusion
Moving From Challenges to Opportunities

November 8, 2011

Lindy Boggs Conference Center
Conference Sponsorship Levels

Title Sponsor - \$5000

- Exclusive industry representation within the event.
 - Prominent promotional signage, flyers, materials throughout the event.
 - Prominently placed Booth at the event expo.
 - Prominent placement of your banners.
 - Name and logo feature prominently in any print or broadcast advertising that may exist for the program.
 - Logo and link on the Conference website homepage.
 - Prominent mention in all media materials including press releases, event press wall, feature articles and press advisories.
 - Ten(10) individual registrations, including luncheons.
-

Co-Sponsor - \$2500

- Logo included on signage, flyers, materials.
 - Highly visible placement of your banners.
 - Prominently placed Booth at the event expo.
 - Listing in any print advertising that may exist for the program.
 - Logo and link on the Conference website homepage.
 - Mention in all media materials including press releases, event press wall, feature articles and press advisories.
 - Ten(10) individual registrations, including luncheons.
-

Contributor - \$1250

- Listing on promotional materials.
 - Booth at the event expo.
 - Listing in any print advertising that may exist for the program.
 - Listing on the Conference website homepage.
 - Recognition in media materials including press releases, feature articles and press advisories.
 - Five(5) individual registrations, including luncheons.
-

Supporter - \$750

- Mention in selected promotional materials.
 - Booth at the event expo.
 - Listing on the Conference website homepage.
 - Recognition in media materials including press releases, feature articles and press advisories.
 - Three(3) individual registrations, including luncheons.
-

Partner - \$500

- Exposure to hundreds of attendees.
- Booth at the event expo.
- Additional exposure to over 30 banks and financial institutions.
- Partnerships with other sponsors adding to your reach and resources.
- Additional electronic and print media and public relations opportunities both locally and regionally.
- Two (2) individual registrations, including luncheons.

Make your checks payable to Good Work Network, 1824 O.C. Haley Blvd., New Orleans, LA 70113

Southeast Louisiana AEI Small Business Conference

November 8, 2011: Moving From Challenges to Opportunities

SPONSOR REGISTRATION

AUTHORIZING INDIVIDUALS NAME AND TITLE: _____

LIST US AS FOLLOWS IN ALL PRINTED MATERIALS: _____

NAME OF BUSINESS: (if applicable) _____

ADDRESS: _____

CITY/STATE _____ ZIP _____

PHONE: _____ FAX: _____ EMAIL: _____

SPONSORSHIP (TAX DEDUCTIBLE)

Please see the enclosed Sponsorship Benefits page for specifics.

- \$5,000 TITLE presenting Sponsor
- \$2,500 CO-SPONSOR Sponsor
- \$1,250 CONTRIBUTOR Sponsor
- \$750 SUPPORTER Sponsor
- \$500 PARTNER Sponsor

Please note that this form and your payments must be received by **Friday October 21st, 2011** to ensure recognition and branding on all printed materials.

Sponsorships received after this deadline (and prior to the conference) will only be guaranteed online and event recognition.

No sponsorship recognition will be provided without payment submitted prior to the conference.

* CHECK (Payable to Good Work Network 1824 Oretha Castle Haley Blvd., New Orleans, LA 70113)

Amount Enclosed _____ MC/VISA# _____

EXP. DATE _____ SECURITY CODE (last 3 digits on back of card) _____

NAME AS IT APPEARS ON CARD _____

AUTHORIZED SIGNATURE _____ DATE _____

Good Work Network is a Nonprofit 501(c)(3) tax-exempt organization, TAX ID 72-1499442

Please return this form with payment by October 21st, so that we can acknowledge your generous sponsorship on the AEI Conference website and in AEI conference publicity materials.

Mail to: Good Work Network
c/o AEI Conference 2011
1824 Oretha Castle Haley Blvd.
New Orleans, LA 70113

For questions: Daniel Maiuri
(504) 309-2073, ext. 109
daniel@goodworknetwork.org

Or FAX to: (504) 309-2090
Attn: Daniel Maiuri