



## Western Energy Alliance 2010 Fall Speaking Series Sponsorship Opportunities

*Sponsorship opportunities offer several advantages to member companies:*

- Exposure to member companies through unique and compelling networking events
- Opportunities to share information about your company with a broad spectrum of attendees
- The opportunity to meet and mingle with peers and leadership in your target market
- Attendance at some of the industry's best speaking events this fall

### Western Energy Alliance Fall Speaker Series

#### September

- Distinguished Speaker's Series (followed by Energy Social Happy Hour):  
University of Colorado President Bruce Benson
- Special Event Luncheon: Natural Gas Markets

#### October

- Small Producer's Forum (NEW EVENT: To be held in the Denver Tech Center): Capital Utilization Strategies

#### November

- Distinguished Speaker's Series (followed by Energy Social Happy Hour):  
Susan Arigoni, VP of Fuels, Xcel Energy

#### Date TBD:

- Special Event Breakfast: Dr. Joseph Stanislaw: From Green to Clean: Moving beyond green to create substantial jobs and a long-term energy strategy

### Sponsor Levels and Benefits

#### Basic Sponsorship Package (\$500)

- Recognition on PowerPoint at Event
- 2 complimentary attendees

#### Standard Sponsorship Package (\$1000)

- Recognition on PowerPoint at Event
- Recognition on promotional materials, invitation and registration
- 2 complimentary attendees

#### Premier Sponsorship Package (\$1500)

- Logo recognition on PowerPoint at Event
- Logo recognition on promotional materials, invitation and registration
- Literature/promotional materials at event
- 4 complimentary attendees

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# Western Energy Alliance 2010 Fall Speaking Series Sponsorship Opportunities

EVENT	BASIC SPONSORSHIP	STANDARD SPONSORSHIP	PREMIER SPONSORSHIP
DSS: University of Colorado President Bruce Benson	\$500	\$1,000	\$1,500
DSS: Susan Arigoni, Xcel Energy VP of Fuels	\$500	\$1,000	\$1,500
Small Producer's Forum: Capital Utilization Strategies	\$500	\$1,000	\$1,500
Special Event Luncheon: Natural Gas Markets	\$500	\$1,000	\$1,500
Special Event Breakfast: Dr. Joseph Stanislaw: From Green to Clean	\$500	\$1,000	\$1,500
<b>TOTAL</b>	\$	\$	\$

## SPONSOR INFORMATION

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### Method of Payment:

- Check enclosed in the amount of \$ \_\_\_\_\_
- Please charge my credit card                      MC                      AMEX                      VISA
- CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Signature \_\_\_\_\_

Please complete and return to Becca Ness, [bness@westernenergyalliance.org](mailto:bness@westernenergyalliance.org).

The Omnibus Reconciliation Act of 1993 mandates that, effective January 1, 1994, lobbying expenses are no longer deductible for federal income tax purposes, and dues, assessments, and similar amounts paid to associations are not deductible to the extent of lobbying expenses incurred by the association. Fifteen percent (15%) of your 2010 Western Energy Alliance dues and sponsorships will not be deductible; eighty-five percent (85%) will be deductible as a business expense. Please consult your income tax advisor.

**WESTERN ENERGY ALLIANCE**