



42nd Annual CRA Conference

October 16 – 18, 2008
SACRAMENTO, CALIFORNIA

California Reading Association
3186 D-1 Airway • Costa Mesa, CA 92626
Phone: 714-435-1983 • 714-435-0269
www.californiareads.org

Dear Exhibitor:

The California Reading Association has an ongoing commitment to “literacy”. In October 2008 the California Reading Association (CRA) will host its annual conference in Sacramento California. This year the theme is “Comprehension...a Key to Many Doors”. Educators will look forward to a conference that offers both nationally and internationally known speakers and researchers in the field of education, along with the newest educational materials and products.

In the past, the CRA conference has been successful due, in part, to the continued generous support of companies like yours. At this time, the conference planning is well under way. CRA, once again invites you to become a sponsor at this literacy event. A number of special events will take place at the conference. You may choose to sponsor **all** or **part of** an event, sponsor the conference bags that are passed out to all attendees, or you may choose a general sponsorship (monetary). Attached is a response form that lists all of the major events and their estimated costs.

As a sponsor, your company will be highlighted in the conference program and at each special event. Each sponsor will receive badge ribbons to acknowledge their sponsorship and an invitation to the event they sponsor.

On behalf of the California Reading Association, I want to thank you for your past support and extend this special invitation to you. We hope that you will again consider supporting the educators in California at CRA Conference in Sacramento. ***If you are interested in a sponsorship, please fill out the response form completely and return to the CRA office.*** If you have questions, please call Sharon McCormac at the CRA office (714) 435-1983. So that we can give you the proper recognition in all conference materials, we would appreciate as soon as possible.

The California Reading Association looks forward to working with you and hopes that you will continue to support literacy.

Sincerely,

Joan Macon
CRA President Elect

Conference Chair

Sponsorships Available

Show Program Ads

Advertise in the CRA Conference Program. The program is the single source for all event information. It includes speakers list, conference schedule, exhibitor list and show floor layout. The program is given to approximately 2500 event attendees. You have the opportunity to purchase full page, half page and quarter page ads. For further information and prices, contact Marilyn Holland at 714-435-1983 ext. 15 or marilyn@californiareads.org

Attendee List

The attendee list allows exhibitors to get important information to conference attendees both before and after the conference. Let your clients know about your new products and follow up with special promotions to those who attended the conference and visited your booth. Lists will be available through the CRA office at \$.10 per name starting in October. Contact Sharon McCormac at 714-435-0269 ext. 11 or sharon@californiareads.org

Conference Bag Insert

The conference bag insert is a wonderful way to send attendees to your booth, your website, and to share promotional information while building traffic to your booth. Inserts are limited to 1 page. \$500.00

Conference Bag - Taken

The Conference Bag is a conference favorite. Big enough to hold all of this year's great new books and conference give aways, attendees use the bag all year at school and around town. Your company name and messaging will be printed on the bag along with the conference logo. \$6000.00

President's Luncheon

Saturday, October 18, 2008, 12:00 pm - 2:00 pm. This lunch is held for the Associations VIPs. Sponsor may address, the assembled guests and attend the lunch. \$7000.00

President's High Tea - Taken

Thursday, October 16, 2008, 4:00 pm – 5:30 pm. Sponsor this High Tea with the traditional scones, tea sandwiches and a variety of teas. Attending will be conference speakers, CRA board members and other VIPs. Sponsor may address the assembly. \$4500.00

Delegates Assembly

Friday, October 17, 2008, 4:00 pm – 5:30 pm. This meeting will welcome the new President to all California council members and other VIPs. There will be a coffee and cookies served. Sponsor may address the assembly. \$1500.00

Board Dinner - Taken

Wednesday evening, October 15, 2008. Enjoy a lovely dinner event with the CRA board and other VIPs. Sponsor may address the gathering and join the dinner. \$1400.00

Author Reception - Taken

Friday, October 17, 2008, 6:30 pm – 7:30 pm. Invited Authors and VIPs will enjoy a wine and cheese reception. Sponsors will have networking opportunity with invited Authors and VIPs. \$1000.00

Popcorn for Attendees

On the exhibit floor, for several hours in the afternoon, Thursday or Friday. The aroma of fresh popcorn will bring attendees running to meet this sponsor. \$500.00

Wine Down - Taken

Saturday, October 18, 2008, 3:15 pm – 5:00 pm. The CRA President will join all volunteers and the local meetings committee members to celebrate the 2007 conference. Wine and dessert hors d'oeuvres will be served. Sponsor will have a celebratory networking opportunity. \$500.00

SPONSORSHIP RESPONSE FORM

CALIFORNIA READING ASSOCIATION CONFERENCE OCTOBER 16 – 18, 2008 SACRAMENTO, CALIFORNIA

California Reading Association extends grateful thanks for your continuing support of our annual conference, one of the largest state literacy gatherings in the nation. In years gone by, your organization has helped sponsor some of the following events. It has always been an opportunity to showcase your support of CRA. Please consider being part of the 2008 CRA Conference, "*CONPREHENSION...A KEY TO MANY DOORS*".

SPONSORING ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

ADDRESS: _____

PHONE: _____ FAX: _____

Event Sponsorships Available

Presidents' Dinner (175)	\$7000
Presidents' High Tea (300)	\$4500 Taken
Delegates Assembly Session	\$1500
Board Dinner (35)	\$1400 Taken
Author Reception (75)	\$1000 Taken
Popcorn for Attendees (Thursday or Friday)	\$ 500
Wine Down	\$ 500
Conference Bags for Attendees	\$6000 Taken
General Sponsorship (Monetary)	\$ _____

Co-sponsorships are also available for the above events. Please call the CRA office for more information.

Please fill in the blanks on this form (above and below) and return it to the CRA office.

EVENT SPONSORED: _____

(Please indicate the event you would like to sponsor. If you would like to co-sponsor this event, indicate above)

AMOUNT OF SPONSORSHIP: _____

COMMENTS/REQUESTS: _____

SIGNATURE: _____

Please return to:

California Reading Association - Sponsorship
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Costa Mesa, CA 92626
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