

Sponsorships

Quest for Excellence®



Program Gala

Sponsorships

Become a Baldrige Sponsor.

We have options for you.

Overview

The Baldrige Performance Excellence Program is celebrating its 25th anniversary and invites you to share in the festivities as a sponsor. Sponsors raise the awareness of their organizations as they demonstrate their support of the Baldrige Program.

You can become a “program sponsor,” with options that include two-year recognition in the *2013–2014 Criteria for Performance Excellence* or a sponsorship that provides support for the 25th Annual Quest for Excellence® Conference and the 25th Anniversary Gala. Or you may choose to sponsor one—or more—components of the 25th-anniversary events. Regardless of your choice of sponsorship activity, your support will be visible and appreciated. Sponsorship opportunities are designed to fit a complete range of budgets.

Baldrige Program Sponsor Descriptions

OPTION 1: Building an Even Better Baldrige Future As a Criteria Sponsor

As a sponsor, you will make a difference by subsidizing the production of the *2013–2014 Criteria for Performance Excellence*. Sponsors will be recognized in the Baldrige Criteria booklets and downloadable versions, at all key program events, and on the Baldrige Web site during the two years the Criteria booklets are in use. You can help to ensure the Baldrige Program’s continued vision and value as it builds an even better future.

OPTION 2: 25th Anniversary Year Sponsor

Your passion for performance excellence will be recognized through sponsorship of the 25th Annual Quest for Excellence Conference and 25th Anniversary Gala—Quest at the Platinum level and Gala at the Sapphire level. This opportunity also includes the added benefit of co-sponsoring one of the receptions held during the Examiner Preparation Course for the national examiners. Additional details about Baldrige Program sponsorships can be found on page 6.

Event Descriptions

25th Annual Quest for Excellence Conference

The Quest for Excellence Conference will be held April 7–10, 2013, in Baltimore, MD. It is the leading conference to learn practices yielding performance excellence from Malcolm Baldrige National Quality Award recipients. We expect a record number of attendees—exceeding 1,000—to learn from, to engage with, and to be inspired by award winners. Our attendees—CEOs, senior managers, executives, directors, heads of operating units, and quality/performance improvement leaders/practitioners—represent the business, education, government, health care, and nonprofit sectors. These attendees are key decision makers and influencers in their organizations, and they have demonstrated their interests in organizational improvement and personal learning. Your sponsorship of Quest will greatly enhance the conference experience for these participants.

25th Anniversary Gala

The 25th Anniversary Gala is the centerpiece of the Baldrige Program’s 25th-anniversary year. Occurring on the first evening of the Quest for Excellence Conference, the Gala will honor the Baldrige legacy and celebrate Baldrige’s even stronger future as the steward of validated, leading-edge management practices. This elegant event will feature dinner and music. Attendees will include the senior leaders from early and current Baldrige Award recipients, as well as other featured guests.

*“ Please count me in as a sponsor for the 25th anniversary....
I want to support the program.”*

Sponsor, 24th Annual Quest for Excellence Conference

25th Annual Quest for Excellence® Conference

Sponsorship-Level Benefit Packages

You can choose from any number of sponsorship opportunities described below; **however, please note that Quest sponsorship does not include Gala sponsorship (see p. 5).** Please select one or several opportunities that match your budget. **At the Platinum, Gold, and Silver levels, some flexibility in options is available.** Please contact Baldrige staff at 301-975-2555 or 301-975-6323 for additional information.

Sponsoring the Quest for Excellence conference allows you to interact and network with target audiences and build recognition for your organization. All sponsorships come with benefits, including acknowledgement on the Baldrige Web site, in the conference literature, and in a variety of verbal announcements, plus acknowledgement on slides prior to conference plenary sessions.*

PLATINUM | \$50,000

- Full-page ad in conference program
- Opportunity to send up to two employees to four-day Baldrige training at NIST (restrictions apply)
- A total of 25 copies or downloads of the 2013–2014 Baldrige Criteria (versions of your choice)
- Recognition during plenary session
- Recognition as sponsor on Quest promotional material and in conference e-mail marketing, with your organization's name prominently displayed
- Recognition as sponsor on Baldrige Web site for 2013, with a link to your organization's Web site
- 8' x 20' exhibit booth space (does not include additional conference registrations)**
- Four full conference registrations, which include four Gala tickets
- Recognition as a nonexclusive sponsor of two meals (breakfast or lunch)
- Recognition as a co-sponsor of two refreshment breaks
- Reserved table for a breakfast or lunch of your choice to meet with attendees
- Pre- and post-conference attendee lists

GOLD | \$30,000

- Full-page ad in conference program
- One chair drop with your organization's literature during plenary session
- Recognition during plenary session
- Recognition as sponsor on Baldrige Web site for 2013, with a link to your organization's Web site
- 8' x 10' exhibit booth space (does not include additional conference registrations)**
- Three full conference registrations, which include three Gala tickets
- Recognition as a co-sponsor of two refreshment breaks
- Recognition in conference e-mail marketing, with your organization's name prominently displayed
- Pre- and post-conference attendee lists

SILVER | \$15,000

- Half-page ad in conference program
- Recognition during plenary session
- Recognition as sponsor on Baldrige Web site for 2013, with a link to your organization's Web site
- 8' x 10' exhibit booth space (does not include additional conference registrations)**
- Two basic conference registrations (does not include Gala tickets)
- Recognition as a co-sponsor of ice cream bar break
- Recognition in conference e-mail marketing with your organization's name prominently displayed
- Pre- or post-conference attendee lists

* Please note that sponsors are responsible for providing their logos to the Baldrige Program for placement on the Baldrige Web site, on signage, and in conference and Gala materials.

**Exhibitor information will be provided in a separate package at a later date.

Additional Quest Conference Sponsorship Opportunities

Lunch Keynote Speaker | \$25,000 (nonexclusive)

This is a nonexclusive opportunity to co-sponsor a lunch keynote speaker. Sponsor will receive recognition as co-sponsor of the keynote speaker. Recognition and exposure are provided through signage, on the screen during the conference, and in the conference program.

Conference Wi-Fi | \$8,000

Sponsor's name will appear on the wireless network ID visible from any wireless device within the meeting space. The sponsor's logo will be featured prominently on the log-in page. In addition, the 25th-anniversary logo will be prominently displayed.

Hotel Key Card | \$5,000 + cost of cards

Sponsor has the opportunity to print its corporate logo and message on the front of the electronic room keys. It is the sponsor's responsibility to work with the hotel for key card production. Costs associated with production are the responsibility of the sponsor.

Mobile Conference App | \$10,000

Sponsor's name and the 25th-anniversary logo will be prominently displayed in this interactive format for attendees' easy and frequent access to event information via their own smart phone or tablet. The Baldrige Program will manage the content for this exciting opportunity!

Conference Tote Bag | \$2,500 + cost of bags (including 25th-anniversary logo on one side)

Sponsor will provide 1,000 bags to be handed out to registered attendees. The bags will carry the sponsor's company branding and the Quest for Excellence® Conference information along with the 25th-anniversary logo on one side. Production of the bags is the responsibility of the sponsor. Bag design is subject to approval.

Badge Lanyard | \$2,500 + cost of lanyards (including 25th-anniversary conference name)

Sponsor will provide 1,000 branded lanyards to hold attendee badges. Lanyard will be handed out to each attendee. Production of the lanyards is the responsibility of the sponsor. Lanyard design is subject to approval.

Badge Holder | \$2,500 + cost of badge holder (including 25th-anniversary logo)

Sponsor will provide 1,000 branded holders to hold attendee badges. Badges will be handed out to each attendee. Production of the badges is the responsibility of the sponsor. Badge holder design is subject to approval and should include the 25th-anniversary logo.

Water Bottles | \$2,500 + cost of bottles (including 25th-anniversary logo on one side)

Sponsor will provide 1,000 water bottles. Production of the water bottles is the responsibility of the sponsor. Water bottle design is subject to approval.

For the following sponsorship opportunities, recognition and exposure are provided through signage at the conference and acknowledgement in the conference program and on the conference Web site.

Breakfasts and Luncheons

\$5,000 per meal (nonexclusive) | \$30,000 exclusive

Refreshment Breaks

\$3,000 per break (nonexclusive) | \$10,000 exclusive

Conference Program Ads

\$10,000 full-page ad | \$5,000 ½-page ad
\$2,500 ¼-page ad | \$1,000 business card ad

Ice Cream Bar Refreshment Break

\$2,000 (nonexclusive, limit 1 per day)

Premium Coffee Bar

\$1,000 (nonexclusive, limit 3 per day)

Examiner Recognition Reception

\$7,500 (exclusive)

GoBo Lighting

\$5,000 + rental cost of Gobo (limit 3)
Special placement on wall or floor GoBo lighting with your logo

Literature Chair Drops

\$2,500 (per drop)

Select one of the following:

- One chair drop during plenary sessions (Monday and Wednesday plenary sessions, limit 2)
- One chair drop during lunch session (Tuesday lunch session, limit 2)

25th Anniversary Gala Sponsorship Opportunities

(Gala sponsorship does not include Quest sponsorship opportunities.)

The crowning event of the Baldrige Program's yearlong celebration of its 25th anniversary will be a Gala evening on Sunday, April 7, 2013. It will be attended by members of the Baldrige Enterprise, including past and current Award recipients; friends and alumni of the Baldrige Program; and key government officials. The Gala will be a once-in-a-lifetime, elegant, and festive occasion to celebrate 25 years of excellence that has brought about monumental change for organizations in all sectors of the economy.

DIAMOND | \$25,000

- Two tables with reserved VIP/priority seating location at the Gala (ten seats per table)
- Mention from the podium
- Full-page tribute in the 25th Anniversary Celebration Program
- Contributing sponsor of the special 25th-anniversary dessert
- Contributing sponsor of the Gala music
- Listing on the sponsorship poster (displayed at the event)
- Listing as a sponsor on the 25th-anniversary Web page
- Table signage at the Gala

SAPPHIRE | \$10,000

- One table with reserved VIP/priority seating location at the Gala (ten seats per table)
- Half-page tribute in the 25th Anniversary Celebration Program
- Contributing sponsor of the centerpieces
- Listing on the sponsorship poster (displayed at the event)
- Listing as a sponsor on the 25th-anniversary Web page
- Table signage at the Gala

EMERALD | \$5,000

- Six tickets to the Gala
- Quarter-page tribute in the 25th Anniversary Celebration Program
- Contributing sponsor of the wine for the event
- Listing on the sponsorship poster (displayed at the event)
- Listing as a sponsor on the 25th-anniversary Web page

Gala A La Carte Item Sponsorship Opportunities

For the following sponsorship opportunities, recognition and exposure are provided through signage at the Gala and acknowledgement in the 25th Anniversary Celebration Program and on the 25th-anniversary Web page.

Wine Sponsor | \$5,000 nonexclusive

Audiovisual | \$5,000 nonexclusive

GoBo Lighting | \$5,000 + rental cost of Gobo (limit 3)
Special placement on wall or floor GoBo lighting with your logo

Tributes in the 25th Anniversary Celebration Program
\$5,000 full-page ad | \$2,500 ½-page ad | \$1,250 ¼-page ad



Baldrige Program Sponsor Opportunities

OPTION 1: Building an Even Better Baldrige Future as a Criteria Sponsor

\$75,000 | Selection Deadline: October 1, 2012

This option offers the most recognition for a sponsor and will make a difference in the production of the *2013–2014 Criteria for Performance Excellence*. The Baldrige Criteria receive approximately 3 million Web page views a year, and approximately 50,000 hard copies are distributed annually. With their acceptance nationally and internationally as the model for performance excellence, the Criteria represent a common language for sharing best practices among organizations. The Criteria are also the basis for the Malcolm Baldrige National Quality Award process. Sponsors will be recognized in the Baldrige Criteria booklets and downloadable versions, at all key program events, and on the Baldrige Web site. The selection deadline for this sponsorship opportunity is October 1, 2012, to ensure your organization's name is listed in the Criteria booklet. Contact the Baldrige staff to discuss the specifics of this sponsorship opportunity.

OPTION 2: 25th Anniversary Year Sponsor

\$60,000

This sponsorship opportunity includes the 25th Annual Quest for Excellence Conference and 25th Anniversary Gala—Quest at the Platinum level and Gala at the Sapphire level. And it includes the added benefit of co-sponsoring one of the receptions held during the Examiner Preparation Course for the national examiners in April or May in the Washington, DC, area. Sponsors will be recognized on the Baldrige Web site and during the examiner training sessions. Contact us to discuss the specifics of this sponsorship opportunity or to discuss the ability to modify the package to best meet your needs.

Custom Sponsorship Packages

If you are interested, please call us to discuss how you can create your own custom sponsorship package that both highlights your organization and benefits the Quest conference and Gala attendees. Select the package of your choice from the Quest (Platinum, Gold, or Silver) or Gala (Diamond, Sapphire, or Emerald) packages, and we will help you identify substitute components.

Please note that we are not able to combine Quest and Gala packages, nor can we change package pricing. Additional restrictions may apply.

"The conference was a great learning experience for me....I was really impressed by the knowledge of the Award winners and their willingness to share their experiences, successes, failures, and lessons learned."

Attendee, 24th Annual Quest for Excellence Conference

Sponsorship Selection Process

Sponsorships are reserved on a first-come, first-served basis.

Dates to Remember

General Sponsor Application Process Begins: August 7, 2012

Criteria Sponsorship Opportunity Deadline: October 1, 2012

Sponsor Application Process Closes: January 30, 2013

Quest Conference and Gala Program Ad Information Due: February 1, 2013

The provision of organizational listing, logo, and Web site URL are due immediately upon purchase of sponsorship.

Contact Us

Please contact the Baldrige staff at 301-975-2555 or 301-975-6323 for additional information and to discuss the availability of sponsorship opportunities and customized sponsorships.

The Sponsorship Selection Form should be sent via email to Sharon Halsey of Silver Crescent Foundation at sharon@silvercrescent.org. Please note that the Baldrige Program does not collect payments. Although a wide range of sponsorship opportunities are available, some opportunities are limited and are on a first-come, first-served basis. Therefore, every effort will be made to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, you may select another option.

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Acceptance of sponsorships does not constitute an endorsement of any organization, product, or service by the U.S. Department of Commerce, the National Institute of Standards and Technology, or the Baldrige Performance Excellence Program. The names and logos of the Baldrige Performance Excellence Program, the National Institute of Standards and Technology, and the U.S. Department of Commerce shall not be used in any manner that implies an endorsement of any organization, product, or service.

Photo credit: ©Shiny/Shutterstock

Sponsorship Selection Form

The 25th Annual Quest for Excellence® Conference

Official Conference of the Malcolm Baldrige National Quality Award

April 7–10, 2013 | Baltimore Marriott Waterfront Hotel | Baltimore, MD

The Sponsorship Selection Process in Two Easy Steps:

Step 1

For availability of sponsorships and customized sponsorships, or to request additional information and ask questions, please contact

Jacqueline Calhoun
jacqueline.calhoun@nist.gov
301-975-2555

Renée Norris
renee.norris@nist.gov
301-975-6323

Please Note: Exhibitor information is provided in a separate package.

Step 2

Complete the Sponsorship Opportunities Form and return it to

Sharon Halsey
Silver Crescent Foundation
sharon@silvercrescentsc.org | 803-657-6183

Please Note: We understand that making a commitment to sponsorship support may take approval from others in your organization and, therefore, may not be done quickly. However, if you have an interest in a particular sponsorship, we ask that you call us as early as possible so that we can ensure that you get your first choice.

Company/Organization Information (please print)

Company/Organization Name (as you would like it listed)

Contact Person _____ Authorized Signature _____

Street Address _____

City, State, Zip/Postal Code _____

Telephone _____ Fax _____

E-mail Address _____ Company/Org. Web site _____

Quest Sponsorship-Level Opportunities

Platinum \$50,000

Gold \$30,000

Silver \$15,000

Additional Quest Sponsorship Opportunities

Lunch Keynote Speaker
\$25,000 nonexclusive

Conference Wi-Fi \$8,000

Hotel Key Card \$5,000⁺

Mobile Conference App \$10,000

Conference Tote Bag \$2,500⁺

Badge Lanyard \$2,500⁺

Badge Holder \$2,500⁺

Water Bottles \$2,500⁺

Ice Cream Bar \$2,000

Premium Coffee Bar \$1,000

Breakfasts and Luncheons

\$5,000 per meal nonexclusive

\$30,000 per meal exclusive

Refreshment Breaks

\$3,000 per break nonexclusive

\$10,000 exclusive

Conference Program Ads

\$10,000 full page

\$5,000 ½ page

\$2,500 ¼ page

\$1,000 business card

Examiner Recognition Reception
\$7,500 exclusive

GoBo Lighting

\$5,000 + rental cost
of Gobo (limit 3)

Special placement on wall or floor
GoBo lighting with your logo

Literature Chair Drops

\$2,500 per drop
Select one of the following:

One chair drop during plenary
sessions (Monday and
Wednesday plenary sessions,
limit 2)

One chair drop during lunch
session (Tuesday lunch session,
limit 2)

⁺Plus item cost

Sponsorship Selection Form

The 25th Annual Quest for Excellence® Conference | April 7–10, 2013 | Baltimore Marriott Waterfront Hotel | Baltimore, MD

25th Anniversary Gala Sponsorship-Level Opportunities

- Diamond \$25,000 Sapphire \$10,000 Emerald \$5,000

Gala A La Carte Item Sponsorship Opportunities

- | | | |
|--|---|--|
| <input type="checkbox"/> Wine Sponsor
\$5,000 nonexclusive | <input type="checkbox"/> GoBo Lighting
\$5,000 + rental cost
of Gobo (limit 3)
Special placement on wall or floor
GoBo lighting with your logo | Anniversary Celebration
Program Tributes |
| <input type="checkbox"/> Audiovisual
\$5,000 nonexclusive | | <input type="checkbox"/> \$5,000 full page
<input type="checkbox"/> \$2,500 ½ page
<input type="checkbox"/> \$1,250 ¼ page |

Baldrige Program Sponsorship Opportunities

- Option 1: Building an Even Better Baldrige Future as a Criteria Sponsor | \$75,000**
- Option 2: 25th Anniversary Year Sponsor | \$60,000**

Custom Sponsorship Opportunities

Provide your preferences for a sponsorship package. We will contact you to discuss them.

Payment Information

Please note that the Baldrige Program does not collect payments. All payments should be submitted to the Silver Crescent Foundation, c/o Sharon Halsey, Quest, 590 Ready Pond Road, Batesburg, SC 29006. If you have questions about how to submit your payment, please contact Sharon at sharon@silvercrescentsc.org or 803-657-6183.

Total Sponsorship Amount (US Funds) \$ _____ Check (Payable to Silver Crescent Foundation)

Credit Card: Master Card VISA AMEX

Credit Card # _____ Expiration Date _____ Amount \$ _____

Card Holder Name _____ Cardholder Signature _____

Terms and Conditions

1. All sponsors must submit the Sponsorship Selection Form provided. The form should be submitted by an authorized individual, who is able to act for the sponsor. The Baldrige Program reserves the right to determine the eligibility of any company/organization.
2. Every effort will be made by Silver Crescent Foundation to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, you may select another option. Contact the Baldrige Program staff for assistance.
3. A deposit equal to 50% of the sponsorship dollar amount will be due within 10 days of submitting the application. This applies to all sponsorship selections, except for the Program Option 1 and Option 2 sponsorship packages (see page 6) and the highest level Quest Platinum and Gala Diamond packages. For these packages, a deposit equal to 25% of the sponsorship dollar amount will be due in 10 days of the application. For all sponsorship selections, the balance is due 60 days from the initial application. The final balance on sponsorship selections received during January 2013 must be paid within 30 days. If you have questions about the payment schedule, please contact the Baldrige staff.
4. Cancellations after January 31, 2013, are subject to a 50% administration fee. There are no cancellations or refunds after March 7, 2013.