



**2020**

**Antelope Valley Board of Trade**  
**48th ANNUAL BUSINESS OUTLOOK CONFERENCE**

**SPONSORSHIP INFORMATION**



**FRIDAY, FEBRUARY 28, 2020**

Antelope Valley Fairgrounds  
H.W. Hunter Pavilion  
2551 West Avenue H  
Lancaster, CA 93534



Dear Prospective Sponsor,

As a Sponsor of the 2020 Antelope Valley Business Outlook Conference, you will not only play a vital role in the success of this important event, but in the future growth and vitality of the region. Your financial support demonstrates the many economic strengths of our community to the approximately 500 attendees expected at our next event.

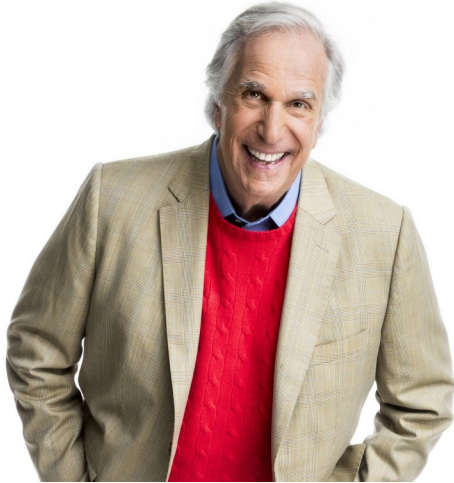
We thank you in advance for helping the Antelope Valley Board of Trade make this regional showcase of business and industry leadership possible.

Bret Banks  
2019-2020 AVBOT President

## FEATURED KEYNOTE SPEAKERS

Henry Winkler co-stars as acting teacher Gene Cousineau on the hit HBO dark comedy **Barry**, alongside Bill Hader. The role garnered him an Emmy Award for Best Supporting Actor in a Comedy in September 2018. The series concluded its second season in March 2019, and will return for a third in 2020.

Winkler has enjoyed over four decades of success in Hollywood and continues to be in demand as an actor, producer and director. A 1973 audition in Los Angeles forever changed the life of the Yale School of Drama graduate when producer Garry Marshall and Tom Miller cast Winkler in the iconic role of Arthur Fonzarelli, aka "The Fonz," in the TV series **Happy Days**. During his 10 years on the popular sitcom, he won two Golden Globe Awards, was nominated three times for an Emmy Award and was also honored with a star on the Hollywood Walk of Fame. Both Fonzie's famous leather jacket and his lunch box have resided in the Smithsonian Institute since 1980.



In recent years, Winkler appeared in a number of series, including **Arrested Development**, **Children's Hospital**, **Royal Pains**, **New Girl** and **Parks and Recreation**. He also starred and co-executive produced the NBC Reality travel series **Better Late Than Never** with William Shatner, Terry Bradshaw, George Foreman and Je\_ Dye and is an executive producer of the new **MacGyver** series currently airing its second season on CBS.

Winkler has always been concerned about the quality of children's television programming. He has produced countless worthwhile projects for young audiences.

Winkler is also a New York Times best-selling author. His first book, **Niagara Falls, or Does It? Hank Zipzer the World's Greatest Under-Achiever**, became a bestseller. The books were inspired by Winkler's struggle throughout his education due to his learning challenges.

To date, he and his co-author, Lin Oliver, have written 34 children's novels. Their latest is **HERE'S HANK: Everybody is Somebody**. All the books are sold in bookstores and online across the United States and have been published around the world in seven languages, with more than 4 million copies sold. In Fall 2019, he and Oliver debuted **Alien Superstar**, the first book in a brand-new middle-grade series.

In 2011 he was awarded the Honorary Officer of the Most Excellent Order of the British Empire (OBE) from the Queen of England in recognition of his services to children with dyslexia and special education needs.

Of all the titles he has received, the ones he relishes most are husband, father and grandfather. Winkler and his wife have three children, Jed, Zoe and Max, and five grandchildren. They reside in Los Angeles.

**George Couros** is the Division Principal of Innovative Teaching and Learning for Parkland School Division and an Innovative Leadership Consultant. He has worked with all levels of school from K-12 as a teacher, technology facilitator, and school based administrator. He is a sought after speaker on the topic of innovative student learning and engagement and has worked with schools/organizations all over the world. George is also the creator of Connected Principals, the founder of Connected Canada, as well as the School Admin Virtual Mentor Program (#SAVMP). His focus is to help organizations create optimal learning environments for innovation within schools.

Although George is a leader in the area of innovation, his focus is always the development of leadership and people and what is best for kids. He uses humour as a way to connecting with all of those that he works with. His presentations are known to be both informative and entertaining, yet creating an emotional connection that helps people move to the next level. His mix of research, personal stories, and practical ways to implement new learning help participants feel comfortable in taking risks in their own learning.





## **PREMIER-LEVEL SPONSORSHIP—\$15,000+**

- Prominent name or logo recognition as a “Premier Sponsor” in printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Name mention as a “Premier Sponsor” in non-printed messages (including radio/television ads and interviews)
- Prominent name or logo recognition as a “Premier Sponsor” at the event (including posters, table place cards, sponsorship PowerPoint visual presentation)
- Full-Page ad in the Event Program
- On-stage name mention as a “Premier Sponsor” during event by the master of ceremonies/AVBOT representative
- 3 reserved VIP tables (24 tickets)
- 24 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020



## **MILLENNIUM-LEVEL SPONSORSHIP—\$10,000+**

- Prominent name or logo recognition as a “Millennium Sponsor” in printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Name mention as a “Millennium Sponsor” in non-printed messages (including radio/television ads and interviews)
- Prominent name or logo recognition as “Millennium Sponsor” at the event (including posters, table place cards, sponsorship PowerPoint visual presentation)
- Full-Page ad in the Event Program
- On stage name mention as a “Millennium Sponsor” during event by the master of ceremonies/AVBOT representative
- 2 reserved VIP tables (16 tickets)
- 4 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020



## **DIAMOND LEVEL SPONSORSHIP—\$5,000+**

- Prominent name or logo recognition as a “Diamond Sponsor” in printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Name mention as a “Diamond Sponsor” in non-printed messages (including radio/television ads and interviews)
- Prominent name or logo recognition as a “Diamond Sponsor” at the event (including event program, posters, table place cards, sponsorship PowerPoint visual presentation)
- On stage name mention as a “Diamond Sponsor” during event by the master of ceremonies/AVBOT representative
- 1 reserved VIP table (8 tickets)
- 4 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020



## **PLATINUM LEVEL SPONSORSHIP—\$2,500+**

- Prominent name or logo recognition as a “Platinum Sponsor” in applicable printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Prominent name or logo recognition at the event as a “Platinum Sponsor” (including event program, posters, table place cards, sponsorship PowerPoint visual presentation)
- Reserved VIP seating for four (4 tickets)
- 2 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020



## **GOLD LEVEL SPONSORSHIP—\$1,250+**

- Prominent name or logo recognition as a “Gold Sponsor” in applicable printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Prominent name or logo recognition at the event (including event program, posters, table place cards, sponsorship PowerPoint visual presentation)
- Reserved VIP seating for two (2 tickets)
- 2 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020





## **AMENITY & IN-KIND CONTRIBUTOR SPONSORSHIPS**

### ***VIP Speakers and Sponsors Luncheon Reception—\$5,000***

- Name or logo recognition as “the official [service provided] for the 2020 BOC” in printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Name or logo recognition at the event (including event program, posters and sponsorship PowerPoint visual presentation)
- 1 reserved VIP table (8 tickets)
- 4 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020

### ***Book Sponsor—\$2,500***

- Name or logo recognition as “the official [service provided] for the 2020 BOC” in printed event marketing/advertising (including: press releases, print ads, AVBOT website and newsletter, social media outlets and event invitations)
- Name or logo recognition at the event (including event program, posters and sponsorship PowerPoint visual presentation)
- Reserved VIP seating for four (4 tickets)
- 2 tickets to the VIP Speakers and Sponsors Luncheon Reception on Friday, February 28, 2020

## **PROGRAM ADVERTISING**

**\$ 150—Business Card Ad (only 8 available)**

**\$ 500—Full Page**



## TICKETS

**Member Tickets:** \$75.00

**Non-Member Tickets:** \$90.00

**Member Table:** \$550 (\$50 off a table of 8)\*

**Non-Member Table:** \$700 (\$20 off a table of 8)\*

\*Limited seating available.

- Priority is given to the earliest reservations when accompanied by full payment.
- Ticket price includes admission to the conference, breakfast, refreshments, and a copy of one of the critically acclaimed books in the Hank Zipzer series, created by Henry Winkler of Happy Days. The books follow the everyday adventures of a bright boy with learning challenges.
- *To become a sponsor and/or order tickets, contact the Antelope Valley Board of Trade at (661) 441-2957 or [administration@avbot.org](mailto:administration@avbot.org)*

## EXHIBIT BOOTH

**Member Booth:** \$400.00

**Non-Member Booth:** \$500.00

\*Limited booths available.

- Includes a 8 foot table, 2 chairs, 2 conference tickets, 2 breakfast, 2 books
- Exhibit booths reservations are first come, first served
- *To secure your exhibit booth contact the Antelope Valley Board of Trade at (661) 441-2957 or [administration@avbot.org](mailto:administration@avbot.org)*



## BUILDING COMMUNITIES

### Antelope Valley Board of Trade 2020 Business Outlook Conference

#### SPONSORSHIP APPLICATION

**Business or Organization Name:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Desired Sponsorship Level:**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Premier \$15,000 | <input type="checkbox"/> Millennium \$10,000 | <input type="checkbox"/> Diamond \$5,000 |
| <input type="checkbox"/> Platinum \$2,500 | <input type="checkbox"/> Gold \$1,250        |  |

**Amenity & In-Kind Contributor**

- |   |   |
|---|---|
| <input type="checkbox"/> VIP Sponsor Luncheon Reception \$5,000 | <input type="checkbox"/> Book Sponsor \$2,500 |
|---|---|

**Name as you want it to appear in program and at event:**

\_\_\_\_\_  
\_\_\_\_\_

LOGO: When emailing your completed sponsorship application, attach your logo in the email.

_____	_____
<b>Print Name</b>	<b>Date</b>

Submit application by email to [administration@avbot.org](mailto:administration@avbot.org) or mail to Antelope Valley Board of Trade, 41301 12<sup>th</sup> Street West, Suite D, Palmdale, CA 93551.

Please make checks payable to the Antelope Valley Board of Trade. Credit/Debit cards can be processed electronically by calling the office at (661) 441-2957.



## **BUILDING COMMUNITIES**

**Antelope Valley Board of Trade  
2020 Business Outlook Conference**

### **EXHIBIT BOOTH AND PROGRAM ADVERTISING APPLICATION**

**Business or Organization Name:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Zip:** \_\_\_\_\_

#### **PROGRAM ADVERTISING:**

☐

\$150 – Business Card Ad (only 8 available)

☐

\$500 – Full-page Ad

#### **EXHIBIT BOOTH FEES:** (includes: a 8 foot table, 2 chairs, 2 conference tickets, and 2 breakfasts)

☐

\$400 – AVBOT Member

☐

\$500 – Non-Member

- Exhibit Booth Reservations are first come, first served. BOOTHS WILL SELL OUT FAST.
- Set up will only be allowed on Thursday, February 27th between 8:00 a.m. and 1:00 p.m. Breakdown is immediately following the end of the conference.
- The Antelope Valley Board of Trade is not responsible for the loss, theft or damages to the exhibitor's property.
- Booths will not be reserved until receipt of payment.

I understand and acknowledge the foregoing statements:

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Date**

Submit application by email to [administration@avbot.org](mailto:administration@avbot.org) or mail to Antelope Valley Board of Trade, 41301 12<sup>th</sup> Street West, Suite D, Palmdale, CA 93551. Please make checks payable to the Antelope Valley Board of Trade. Credit/Debit cards can be processed electronically by calling the office at (661) 441-2957.