

Strategic Sponsorship Program



Russian-American Chamber of Commerce in the USA

Effective 2011

The Russian-American Chamber of Commerce in the USA (The RACC in the USA) has developed a Strategic Sponsorship program offering interested stakeholders the chance to underwrite both existing programs, as well as new initiatives, led by the high-powered group.

Levels of Sponsorship

Premium Sponsor 2011

\$120,000

- | | |
|----|--|
| 1 | Opportunity to speak at various conference events with introduction as the Premium Sponsor |
| 2 | Recognition as the Premium Level Sponsor in all communication to members, including monthly newsletter, web site, business magazine, and signage at events |
| 3 | Sponsorship of all the RACC-led functions |
| 4 | Four gratis invitations to each event (\$15,300 value) |
| 5 | One-page color ad in each quarterly issue of the business magazine "Russian-American Business" with company name on cover (\$9,500 value) |
| 6 | Banner ad on the RACC web site to last 12 months (All pages \$2,200 value) |
| 7 | Ad in each issue of the RACC monthly newsletter (1/2 page with link, a \$24,000 value) |
| 8 | One time use of the RACC database for targeted mailings (\$14,000 value) |
| 9 | Ability to place literature, signs, showcase, sponsor tables, and promotional materials at all appropriate RACC events and functions |
| 10 | First right of refusal to be an exclusive sponsor on major new initiatives |

Investment = \$120,000/year

VIP Sponsor 2011

\$60,000

- | | |
|---|--|
| 1 | Opportunity to speak at various conference events with introduction as a VIP Sponsor |
| 2 | Recognition as a VIP Level Sponsor in all communication to members, including monthly newsletter, web site, business magazine, and signage at events |
| 3 | Sponsorship of all the RACC-led functions |
| 4 | Two gratis invitations to each event (\$7,650 value) |
| 5 | One-page color ad in each quarterly issue of the business magazine "Russian-American Business" (\$5,000 value) |
| 6 | Banner ad on the RACC web site to last 12 months (All pages \$2,200 value) |
| 7 | Ad in each issue of the RACC monthly newsletter (1/4 page with link, a \$12,000 value) |
| 8 | One time use of the RACC database for targeted mailings (\$14,000 value) |
| 9 | Ability to place literature, signs, showcase, sponsor tables, and promotional materials at all appropriate RACC events and functions |

Investment = \$60,000/year

Gold Sponsor 2011

\$30,000

- 1 Opportunity to speak at various conference events with introduction as a Gold Sponsor
- 2 Recognition as a Gold Sponsor in all RACC promotional and communication efforts, including the RACC web site, e-newsletter and on-site signage
- 3 Sponsorship of all International and Statewide Events
- 4 Two gratis invitations to each of the International and National events (\$7,650 value)
- 5 Two 1/4 page ad in each quarterly issue of the business magazine "Russian-American Business" (\$3,200 value)
- 6 Banner ad on the RACC web site to last 12 months (Bottom banner on all pages \$1,500 value)
- 7 One time use of the RACC database for targeted mailings (\$14,000 value)
- 8 Ability to place literature, signs, showcase, sponsor tables, and promotional materials at all appropriate RACC events and functions

Investment = \$30,000/year

Silver Sponsor 2011

\$20,000

- 1 Recognition as a Silver Sponsor in all the RACC promotional and communication efforts, including the RACC web site, e-newsletter and on-site signage
- 2 Sponsorship of all Sponsorship of all International, Federal, and Statewide Events
- 3 Two gratis invitations to Sponsorship of all International, Federal, and Statewide Events (\$7,650 value)
- 4 Two 1/4 page ad in each quarterly issue of the business magazine "Russian-American Business" (\$3,200 value)
- 5 Banner ad (120 x 120) on the RACC web site to last 12 month (\$1,500 value)

Investment = \$20,000/year

Bronze Sponsor 2011

\$10,000

- 1 Recognition as a Bronze Sponsor in all the RACC promotional and communication efforts, including the RACC web site, e-newsletter and on-site signage
- 2 One 1/4 page ad and three 1/8 page ad in each quarterly issue of the business magazine "Russian-American Business" (\$4,000 value)
- 3 One gratis invitation to a RACC International and Statewide event (\$4,500 value)
- 4 Banner ad (120x120) on the RACC web site to last 12 months (\$1,500 value)

Investment = \$10,000/year

Benefits

High visibility and access to American and Russian business communities internationally, nationally, and throughout the state are a key focus of this Strategic Sponsorship Program. Rather than contacting you for each event held by the RACC in the USA, this program brings all the events, services and communications together in one package.

This is also a great opportunity for your corporation to take an active part in the American and international business community thought direct participation and promote your corporate identity to the established and new clientele as well as show all members and non-members the most serious commitment to promote the Russian American relations.

Sponsorship Fax Back Form



Russian-American Chamber
of Commerce in the USA

CATEGORY

LEVEL

PREMIUM SPONSOR 2011

\$120,000

VIP Sponsor 2011

\$60,000

Gold Sponsor 2011

\$30,000

Silver Sponsor 2011

\$20,000

Bronze Sponsor 2011

\$10,000

Business Event Sponsor

\$3,000

Annual Gala

Gold Table: \$8,000

Silver Table: \$5,000

Bronze Table: \$3,000

Bi-Weekly Breakfast Event

\$300

US-Russia Energy Coalition membership

\$10,000

US-Russia Energy Summit Sponsor

\$100,000+

Enclosed is my check payable to the Russian-American Chamber of Commerce in the USA in the amount of: \$ _____

I would like to pay by credit card. Please indicate: Visa MasterCard Amex

Three/Four Digit Code on Back of Card _ _ _ _

Card Number: _____ Exp. Date: _____

Name(s): _____

Address: _____

E-mail: _____

Please return sponsor form with payment to:

Russian American Chamber: 110 Wall Street, 11th Floor, New York, NY 10005-3817

Phone: (212) 844-9455 or (404) 667-9319 - Fax: (678) 559-0418 - E-mail: info@russianamericanchamber.com - Website: RussianAmericanChamber.com

Sponsorship



Russian-American Chamber
of Commerce in the USA

Advertising Opportunities

Special Events

2010

January

24 meetings
per year

Bi-Weekly Breakfast
with the Chamber
President

"Reset". New Realities

29th

February

3rd

New Member Orientation

11th

Board of Advisors
Annual Meeting

March

11th

Seminar on Anti-Corruption

24th

Delegation visit to Silicon Valley

April

7th

Moscow International Energy
Forum Trade Mission

20th

New Member Orientation

May

20th

"After Hours"
Business Networking

31st

Russian Bankers visit

June

12th

Independence Day of Russia

27th

Russian-American Community
Soccer Tournament Finals

July

9th

RACC leadership forum

19th

Golf Outing

August

7th

Golf Outing

21st

Neftegaz 2010 Trade Mission

September

6th

New Member Orientation

27th

Localization in the Context of
Globalization on-line seminar

October

2nd

State of Alabama Trade Mission
to Russia

4th

Presentation of Chamber's
New York office in Russia

16th

Environmental Trade Mission
2010

December

12th

Participation in Pulp and Paper
Conference

23rd

Planning Committee meeting
for Year 2011

Bi-Weekly Breakfast



Russian-American Chamber
of Commerce in the USA

with the RACC President
Networking Sponsorship

Up to 20 potential clients and partners in the Russian American business community gather for one of our most popular networking events at your choice of restaurant to learn about the latest developments at the Russian-American Chamber and offer you an opportunity to showcase your business and your company's products and/or services. As the sponsor of a "Bi-Weekly Breakfast with the RACC President" Business Networking Event, you provide the location and food and non-alcoholic beverages, as well as a variety of breakfast options.

Benefits

Significant recognition on related promotional materials including RACC website and RACC newsletter

Invitations sent to over 2,000 Russian American business contacts

Opportunity to invite up to five guests of your choice free of charge

Contribution

Determined by Sponsor

"After Hours" Business



Russian-American Chamber
of Commerce in the USA

Networking Sponsorship

Up to 100 potential clients and partners in the Russian American business community gather for our popular networking event at your business facility to learn about your company's products and/or services. As the sponsor of an "After Hours" Business Networking Event, you provide the location and beverages, as well as a variety of hors d'oeuvres.

Benefits

Significant recognition on related promotional materials including RACC website and RACC newsletter

Invitations sent to over 4,000 New York State Russian American business contacts

Opportunity to invite up to ten guests of your choice free of charge

Contribution

Determined by Sponsor

Membership Renewal Form



Russian-American Chamber
of Commerce in the USA

Date of Membership Renewal (mm/dd/yyyy): _____

Name: _____

Company Name: _____

Telephone Number: _____

Fax: _____

E-mail: _____

Address (for billing): _____

Enclosed is my check payable to the Russian-American Chamber of Commerce in the USA in the amount of (please indicate below):

Board of Advisors \$ 5,000 Executive Level \$ 1,000

I would like to pay by credit card. Please indicate below:

Visa MasterCard Amex Three/Four Digit Code on Back of Card _ _ _ _

Card Number: _____

Exp. Date: _____

Name(s): _____

IF PAYING BY CHECK,

please make payable to: Russian-American Chamber of Commerce in the USA,
Attn: Membership Department, 110 Wall Street, 11th Floor, New York, NY 10005-3817
If you prefer, call the Membership Department at +1 212 844 9455 or fax 667.559.0418

Company Representative Signature _____