



October 24, 2007 – Capital Hilton – Washington, D.C.

The ACE Mentor Program of America (ACE) is the fastest growing mentoring program in the country, with the goal of introducing high school students to the construction industry. When the Program began in 1995, no one truly understood the positive impact it would have on high school students and the architectural, construction and engineering industries. Designed to engage, inform and challenge students, the program is a hands-on, real life experience led by local mentors from leading design and construction firms who volunteer their time and energy.

Students are introduced to the various design professions and the role that each profession performs in planning, designing and building a construction project. The students gain first-hand insight into the industry by touring project offices and visiting active construction sites. Students work closely with their mentors to solve challenging, “real world” projects.

A 501(C)3 corporation, ACE was originally founded in order to help build the “workforce of the future” for the construction industry, with a joint goal of working to engage today’s youth at the individual level. It is widely known – and is of great concern to many industry leaders – that the workforce problem of five years ago is now a crisis that must be addressed. One million new employees will be needed over the next three years to keep pace with the America’s built-environment needs. By 2012, 78% of firms will need to turn away work due to major workforce gaps. ACE is working hard to bridge this gap, with a presence in 90 U.S. cities, and 71 more locations eager to start a program. More than 7,500 students are participating in the ACE program right now, and by the end of this school year, approximately 30,000 students will have had an opportunity to explore the construction industry through ACE.

Once a year, architecture, construction and engineering industry leaders from across the country come together to support the ACE Mentor Program of America at its annual Legacy Awards program. This evening dinner and awards program allows executives to meet others who are concerned about the future of the industry, and to hear about the successes that have taken place in the previous year.

This year’s event is taking place on Wednesday, October 24, 2007, in Washington, D.C., in conjunction with McGraw-Hill Construction’s Outlook 2008 Executive Conference, which take place on Thursday, October 25th. At the ACE dinner, you will:

- Have the unprecedented opportunity to meet and network with leaders from the architecture, construction and engineering industries at a special, pre-dinner reception
- Learn more about the ACE Program from its leaders, and hear how ACE is responding to current workforce challenges
- Meet and hear inspiring stories from ACE Program “Graduates“
- Meet the 2007 ACE Legacy Award winners and ACE Affiliate of the Year
- Network with your peers and learn how YOU can help further the ACE Mission!

The ACE Awards Program brings together CEOs, presidents and director-level executives of major U.S building product manufacturers, design, contracting and engineering firms, and national associations. Over 350 high-level executives will attend this invitation-only event.

Become a sponsor, support your industry and build on your brand positioning, with affinity to this important non-profit program.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



October 24, 2007 – Capital Hilton – Washington, D.C.

BENEFITS OF SPONSORSHIP

Sponsorship will prominently position your organization before an influential audience of powerful industry decision-makers.

- Direct personal contact with a targeted, senior-level management audience from top industry firms
- Invite your VIP customers and key prospects to attend *at no charge*, with complimentary dinner seating
- Participation in audience development
Up to 20 key clients and prospects, identified by you, will receive invitations to the event
- Name association with the ACE Mentor Program of America in all event marketing
Sponsors will be identified in all promotions for this event, including:
 - > Invitations and promotions; print and web-based
 - > Advertising in industry publications
 - > Logo and hyperlink on acementor.org program web site
 - > Logo and hyperlink on acedinner.com event web site
 - > Press releases
 - > Media coverage
 - > Logo in advance editions of conference agendas, day-of-event documents, and all other materials
 - > Posters for display at your corporate offices showing your organization's support
- Participation of a key executive from your organization in a video interview, to be featured during the event; as well in promotional materials following the event. Copies of the video for your organization to post on your corporate web site. *A highly unique opportunity to link your organization at the content-level of the program.*
- First-call opportunity to advertise in the event program guide
- Company logo and profile to be included in event Program Guide
- A “thank you” from the event master of ceremonies during the dinner program
- Complete list of conference attendees

MARKETING AND PUBLIC RELATIONS EXPOSURE

Maximize your exposure! Sponsors of the ACE Mentor Program of America 2007 Awards Program benefit from an extensive marketing and public relations campaign, designed to attract high-level attendees and press. **FACT:** Last year's Second Annual Dinner hosted over 350 top-level executives from leading industry firms; this represents a 25% attendance increase over the previous year's event. This year we are expecting well over 450 attendees.

Prior to the event, targeted executives are selected from proprietary lists owned by the ACE Mentor Program of America and its Board of Director organizations. These lists are supplemented by names of sponsor clients and prospects who meet the criteria for attendance. All invitations, advertising and event-related web sites will prominently feature your company as a committed sponsor of the program.

Numerous opportunities exist at the dinner to communicate your brand and messaging. The ACE Mentor Program of America 2007 Awards Program is the place to develop key contacts for future business. Take advantage of these opportunities to lend your support to this very worthy organization connect with industry leaders and deliver your messages directly to your target audience.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



October 24, 2007 – Capital Hilton – Washington, D.C.

AN UNRIVALED AUDIENCE

Over 350 high-level executives will attend this invitation-only event. Prospective attendees will receive invitations directly from the ACE Program Office. This event draws a national audience of attendees from building product manufacturers, design, contracting and engineering firms, and national associations, with titles including the following:

Principal	Chairman	Vice President
Chief Executive Officer	President	Executive Director

As an event sponsor, your organization will have the opportunity to provide the ACE Program Office with a list of your top prospects and/or most important customers for inclusion in event mailings. Sponsorship will prominently position your organization before an influential audience of powerful corporate decision-makers.

CONSTRUCTION'S PREMIER EVENT CELEBRATING THE INDUSTRY'S MENTORS

Great care is taken to create a setting worthy of celebrating those who have made great contributions to America's youth, and to the construction industry as a whole. Simply stated, ***no other industry event provides sponsors with the opportunity to position themselves directly before senior-level executives from top construction industry firms, while simultaneously helping the future growth of the industry.***

At this event, attendees from your organization will network with industry professionals. The program begins with a cocktail reception at the Capitol Hilton in Washington, D.C., followed by dinner in the adjoining ballroom.

Following the event, your organization will have the opportunity for a one-time mailing to all registered attendees.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



October 24, 2007 – Capital Hilton – Washington, D.C.

PLATINUM SPONSORSHIP (3 Available) – \$50,000

Sponsor logos and information will be included in all pre-event marketing collateral and event invitations, web sites and email blasts, publications and press, and on-site event collateral. Sponsorships will be granted on a first-come first-serve basis, with the ACE Program Office providing final decisions on all sponsors and materials included within the sponsorship agreement.

PRE-CONFERENCE	PLATINUM BENEFITS
Event Invitation	Your logo featured
Event Web Site	Your organization name & logo, reciprocal hyperlink
Co-op Marketing	20 invitations to your key clients and prospects
Event Advertising	Your logo featured
Event Press Releases	Your organization name included
AT THE CONFERENCE	PLATINUM BENEFITS
Video Interview	Opportunity for an executive interview within your organization on the topic of mentoring and the program
Dinner Seating	Head Table of 10-12 for your staff, clients and/or prospects
MC "Thank You"	Recognition from the Master of Ceremonies for your organization's support
PowerPoint Event Slides	Your Organization's logo included in the PowerPoint presentation title slides
Program Guide Advertising	First-call opportunity to advertise in the program guide (additional cost; see last page of Sponsor Packet)
Event Signs and Banners	Your logo featured
Event Program Guide	Your logo and company overview included
POST-CONFERENCE	PLATINUM BENEFITS
Attendee List Mailing	One-time mailing to attendee list

In addition to the sponsorship benefits available from the event, your organization can also participate in the following optional elements. These benefits elevate your involvement with the program, and increase your organization's visibility.

- Web Banner Ads specific to your organization on the event registration site (no additional charge)
- Reception Sponsorship: \$12,000. This additional sponsorship opportunity – offered to Platinum Sponsors first – provides you with Exclusive Sponsorship of the reception. Includes an event banner with your organization's logo highlighted, and special thanks from the master of ceremonies

Do not hesitate - contact Kathryn Conway right now!

The ACE Mentor Program of America is a 501(c)3 corporation founded in 1995 as an innovative way of attracting students – particularly minorities, women and the less privileged – into the architecture, construction and engineering professions. The program relies on corporate support as well as mentors – professionals from leading design and construction firms – to volunteer their time and energy to introduce students to a broad range of people, projects and career possibilities within the construction industry.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



October 24, 2007 – Capital Hilton – Washington, D.C.

GOLD SPONSORSHIP (5 Available) – \$30,000

Sponsor logos and information will be included in all pre-event marketing collateral and event invitations, web sites and email blasts, and on-site event collateral. Sponsorships will be granted on a first-come first-serve basis, with the ACE Program Office providing final decisions on all sponsors materials/items to be included within the sponsorship agreement.

PRE-CONFERENCE	GOLD BENEFITS
Event Invitation	Your logo featured
Event Web Site	Your organization name & logo, reciprocal hyperlink
AT THE CONFERENCE	GOLD BENEFITS
Dinner Seating	Head Table of 10 for your staff, clients and/or prospects
MC "Thank You"	Recognition from the Master of Ceremonies for your organization's support
PowerPoint Event Slides	Your Organization's logo included in the PowerPoint presentation title slides
Program Guide Advertising	First-call opportunity to advertise in the program guide (additional cost; see last page of Sponsor Packet)
Event Signs and Banners	Your logo featured
Event Program Guide	Your logo and company overview included
POST-CONFERENCE	GOLD BENEFITS
Attendee List Mailing	One-time mailing to attendee list

CORPORATE SPONSORSHIPS – \$20,000 / \$12,000 / \$7,500

PRE-CONFERENCE	CORPORATE SPONSOR BENEFITS - \$7,500 Level
Event Web Site	Your organization listed in the "see who's attending" area
AT THE CONFERENCE	CORPORATE SPONSOR BENEFITS - \$7,500 Level
Dinner Seating	Table of 10 for your staff, clients and/or prospects
Program Guide Advertising	Opportunity to advertise in the program guide (additional cost; see last page of Sponsor Packet)
Event Program Guide	Your organization listed

In addition to the benefits listed above, **Corporate Sponsors at the \$12,000 level** will have their organization's logo included in the PowerPoint presentation slides and event program guide.

In addition to the benefits listed above, **Corporate Sponsors at the \$20,000 level** will have their organization's logo included in the PowerPoint presentation slides and event program guide, and preferred table assignments for the dinner.

The ACE Mentor Program of America is a 501(c)3 corporation founded in 1995 as an innovative way of attracting students – particularly minorities, women and the less privileged – into the architecture, construction and engineering professions. The program relies on corporate support as well as mentors – professionals from leading design and construction firms – to volunteer their time and energy to introduce students to a broad range of people, projects and career possibilities within the construction industry.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



October 24, 2007 – Capital Hilton – Washington, D.C.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Your organization now has the opportunity to sponsor the following segments of the ACE Mentor Program of America 2007 Awards Program:

- **Web Banner Ads** specific to your organization on the event registration site: \$500; to be rotated with other Web Banner sponsor ads
- **Reception Sponsorship:** \$12,000. Exclusive Sponsorship of the reception. Includes an event banner with your organization's logo highlighted, and special thanks from the master of ceremonies (Will be offered to Platinum Sponsors before being made available to other organizations)
- **Post-Event VIP Reception:** \$7,500. This sponsorship provides your organization a bonus opportunity to network with event VIPs, Legacy Award winners, ACE Board of Director member, and select industry notables, in a smaller setting following the event program. Includes event signage with your organization highlighted
- **Green Room Host:** \$5,000. A truly unique opportunity to introduce the support of your organization to the influential ACE Board of Directors as well as leading event sponsors and supporters of the program. This room hosts the Legacy Award Recipients as well as other event notables and leaders prior to the event program. Includes signage with your organization highlighted and special mention in the event program guide
- **Wine / Dessert Sponsorship:** \$10,000. This sponsorship offers your organization the opportunity to select the wines to be served during the dinner portion of the event (from hotel wine cellar), as well as determining the evening's dessert selection. Includes a special "thank you" by the Master of Ceremonies from the stage, and in the event program guide. Also includes custom imprinted beverage napkins with your company logo at each individual place setting
- **Centerpiece Sponsor:** \$5,000. This sponsorship allows your organization the opportunity to select the centerpieces for the evening event. Includes special emcee "thank you" from the event stage, as well a listing in the event program guide. Additionally, cards with your company logo and announcing your support will be placed on each table.
- **Registration Sponsor:** \$5,000. This sponsorship provides your organization the opportunity to have a featured presence alongside ACE at the event registration desk. Includes customized signage, as well as custom event lanyards, imprinted with your organization logo and a listing in the event program guide

PROGRAM GUIDE ADVERTISING

Your organization can advertise in the event Program Guide, based on availability of space. Specifications will be provided at a later date. The 2006 event guide was approximately 6" x 9". Full Color.

Inside Front or Back Cover: \$1,500 **Full-Page:** \$1,000 **Half-Page:** \$500 **Quarter Page:** \$250

The ACE Mentor Program of America is a 501(c)3 corporation founded in 1995 as an innovative way of attracting students – particularly minorities, women and the less privileged – into the architecture, construction and engineering professions. The program relies on corporate support as well as mentors – professionals from leading design and construction firms – to volunteer their time and energy to introduce students to a broad range of people, projects and career possibilities within the construction industry.

To Become a Sponsor, or For More Information, Contact:

**Kathryn Conway, Brainium, Inc., at (603) 624-2800 x202
or kathryn@brainiumevents.com**



FAX COMPLETED APPLICATION FORM TO PAMELA MULLENDER AT (203) 323-7298

My organization is interested in sponsoring the ACE Mentor Program of America 2007 Legacy Awards, being held Wednesday, October 24, 2007:

PLATINUM SPONSORSHIP – \$50,000

Additional Sponsorship Opportunities Available First to Platinum Sponsors:

- Reception – \$12,000 Web Banner – No Charge
- Program Guide Advertisement: ___ Inside F or B Cover: \$1,500 ___ Full-Page: \$1,000
 ___ Half-Page: \$500 ___ Quarter Page: \$250

GOLD SPONSORSHIP – \$30,000

CORPORATE SPONSORSHIP – Please check your level, below:

- \$20,000 Level \$12,000 Level \$7,500 Level

WEB BANNER AD – \$500

PRE-EVENT RECEPTION – \$12,000

POST-EVENT RECEPTION – \$7,500

GREEN ROOM HOST – \$5,000

WINE / DESSERT SPONSOR – \$10,000

CENTERPIECE SPONSOR – \$5,000

REGISTRATION SPONSOR – \$7,500

PROGRAM GUIDE ADVERTISEMENT

- ___ Inside F or B Cover: \$1,500 ___ Full-Page: \$1,000
 ___ Half-Page: \$500 ___ Quarter Page: \$250

Your Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

YOUR TOTAL SPONSORSHIP CONTRIBUTION: _____

Payment Information:

Check is enclosed, payable to:
 ACE Mentor Program of America

Please bill me. Invoice will be sent
 to contact person listed above.

Sponsorship Details:

After your check has been received, a listing of event details & deadlines will be sent to your attention.

Questions? Contact Kathryn Conway at Brainium:
 (603) 624-2800 x202 / Email: Kathryn@brainiumevents.com

Thank you for your support!