

**3<sup>rd</sup> International Conference on Linking Markets and Farmers:  
Exploring Leading Practices to Foster Economic Growth in Rural India  
Taj Palace Hotel, New Delhi  
March 11-15, 2007**

**Sponsorship Packages**

**GOLD LEVEL STRATEGIC SPONSOR: \$20,000**

- Six (6) free registrations for the Conference, including all field trips, receptions, meals and materials.
- Given the opportunity to provide up to three (3) items, such as company brochures or promotional materials, for distribution to the participants.
- Invited to provide a speaker or moderator for one Conference session.
- Listed on all conference stationery.
- Acknowledged as Gold Level Strategic Sponsor on all printed and electronic materials promoting the Conference.
- Link to the sponsor's website on the Conference website.
- Name and logo appropriately displayed at the Conference venue and included in the printed program.
- Provided space, such as a table or a booth, to promote organization at the Conference, in relative size to other levels of sponsorship.

**SILVER LEVEL STRATEGIC SPONSOR: \$10,000**

- Four (4) free registrations for the Conference, including all field trips, receptions, meals and materials.
- Given the opportunity to provide up to two (2) items, such as company brochures or promotional materials, for distribution to the participants.
- Acknowledged as Silver Level Strategic Sponsor on all printed and electronic materials promoting the Conference.
- Link to the sponsor's website on the Conference website.
- Name and logo appropriately displayed at the Conference venue and included in the printed program.
- Provided space, such as a table or a booth, to promote organization at the Conference, in relative size to other levels of sponsorship.

**BRONZE LEVEL STRATEGIC SPONSOR: \$6,000**

- Two (2) free registrations for the Conference, including all field trips, receptions, meals and materials.
- Given the opportunity to provide up to one (1) items, such as company brochures or promotional materials, for distribution to the participants.
- Acknowledged as Bronze Level Strategic Sponsor on all printed and electronic materials promoting the Conference.
- Link to the sponsor's website on the Conference website.
- Name and logo appropriately displayed at the Conference venue and included in the printed program.
- Provided space, such as a table or a booth, to promote organization at the Conference, in relative size to other levels of sponsorship.

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**Gold Level Strategic Sponsorship Agreement**

This agreement between \_\_\_\_\_ (name of company), here after referred to as “the Gold Level Strategic Sponsor,” and the India, China and America Institute, here after referred to as “the Conference Organizer,” describes the terms of strategic sponsorship of the “3<sup>rd</sup> International Conference on Linking Markets and Farmers: Exploring Leading Practices to Foster Economic Growth in Rural India,” here after referred to as “the Conference.”

**Responsibilities of the Gold Level Strategic Sponsor**

The Gold Level Strategic Sponsor will:

1. Provide an amount of USD \$20,000. The payment must be made to University of Illinois and mailed to 1101 W. Peabody Dr., 165 NSRC, Urbana, IL 61801 USA, Attention: Megan Puzey.
2. Promote the Conference to its membership, business partners, clients, etc. as appropriate through their newsletter, website, direct mailing and other similar promotion efforts.
3. Encourage its members/employees to attend the Conference.
4. Provide input in program development when needed.

**Responsibilities of the Conference Organizer**

The Gold Level Strategic Sponsor will be:

1. Listed on all printed and electronic materials promoting the Conference. A link to the website of the Gold Level Strategic Sponsor will be added to the Conference website.
2. Listed on all conference stationery.
3. Have their name and logo appropriately displayed at the Conference venue and included in the printed program.
4. Provided space, such as a table or a booth, to promote their organization at the Conference in relative size to other levels of sponsorship.
5. Invited to provide a speaker or moderator for one of the sessions of the Conference. Type of participation and appropriate slot in the program will be at the discretion of the Conference Organizer.
6. Given the opportunity to provide up to three items, such as company brochures or promotional materials, for distribution to the participants. The item(s) must be delivered to K. W. Conferences, A 56/12, DLF Phase 1, Gurgaon 122 002 at least one week before the start of the conference.
7. Provided SIX free registrations for the Conference, including all field trips, receptions, meals and materials.

Accepted and signed by:

\_\_\_\_\_  
Gold Level Strategic Sponsor

\_\_\_\_\_  
Conference Organizer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Place

\_\_\_\_\_  
Place

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**Silver Level Strategic Sponsorship Agreement**

This agreement between \_\_\_\_\_ (name of company), here after referred to as “the Silver Level Strategic Sponsor,” and the India, China and America Institute, here after referred to as “the Conference Organizer,” describes the terms of strategic sponsorship of the “3<sup>rd</sup> International Conference on Linking Markets and Farmers: Exploring Leading Practices to Foster Economic Growth in Rural India,” here after referred to as “the Conference.”

**Responsibilities of the Silver Level Strategic Sponsor**

The Silver Level Strategic Sponsor will:

1. Provide an amount of USD \$10,000. The payment must be made to University of Illinois and mailed to 1101 W. Peabody Dr., 165 NSRC, Urbana, IL 61801 USA, Attention: Megan Puzey.
2. Promote the Conference to its membership, business partners, clients, etc. as appropriate through their newsletter, website, direct mailing and other similar promotion efforts.
3. Encourage its members/employees to attend the Conference.
4. Provide input in program development when needed.

**Responsibilities of the Conference Organizer**

The Silver Level Strategic Sponsor will be:

1. Listed on all printed and electronic materials promoting the Conference. A link to the website of the Silver Level Strategic Sponsor will be added to the Conference website.
2. Have their name and logo appropriately displayed at the Conference venue and included in the printed program.
3. Provided space, such as a table or a booth, to promote their organization at the Conference in relative size to other levels of sponsorship.
4. Given the opportunity to provide up to two items, such as company brochures or promotional materials, for distribution to the participants. The item(s) must be delivered to K. W. Conferences, A 56/12, DLF Phase I, Gurgaon 122 002 at least one week before the start of the conference.
5. Provided FOUR free registrations for the Conference, including all field trips, receptions, meals and materials.

Accepted and signed by:

\_\_\_\_\_  
Silver Level Strategic Sponsor

\_\_\_\_\_  
Conference Organizer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Place

\_\_\_\_\_  
Place

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**Bronze Level Strategic Sponsorship Agreement**

This agreement between \_\_\_\_\_ (name of company), here after referred to as “the Bronze Level Strategic Sponsor,” and the India, China and America Institute, here after referred to as “the Conference Organizer,” describes the terms of strategic sponsorship of the “3<sup>rd</sup> International Conference on Linking Markets and Farmers: Exploring Leading Practices to Foster Economic Growth in Rural India,” here after referred to as “the Conference.”

**Responsibilities of the Bronze Level Strategic Sponsor**

The Bronze Level Strategic Sponsor will:

1. Provide an amount of USD \$6,000. The payment must be made to University of Illinois and mailed to 1101 W. Peabody Dr., 165 NSRC, Urbana, IL 61801 USA, Attention: Megan Puzey.
2. Promote the Conference to its membership, business partners, clients, etc. as appropriate through their newsletter, website, direct mailing and other similar promotion efforts.
3. Encourage its members/employees to attend the Conference.
4. Provide input in program development when needed.

**Responsibilities of the Conference Organizer**

The Bronze Level Strategic Sponsor will be:

1. Listed on all printed and electronic materials promoting the Conference. A link to the website of the Bronze Level Strategic Sponsor will be added to the Conference website.
2. Have their name and logo appropriately displayed at the Conference venue and included in the printed program.
3. Provided space, such as a table or a booth, to promote their organization at the Conference in relative size to other levels of sponsorship.
4. Given the opportunity to provide up to one item, such as company brochures or promotional materials, for distribution to the participants. The item must be delivered to K. W. Conferences, A 56/12, DLF Phase 1, Gurgaon 122 002 at least one week before the start of the conference.
5. Provided TWO free registrations for the Conference, including all field trips, receptions, meals and materials.

Accepted and signed by:

\_\_\_\_\_  
Silver Level Strategic Sponsor

\_\_\_\_\_  
Conference Organizer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Place

\_\_\_\_\_  
Place