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October 29, 2015

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Subject: WP&BC of Seattle 2016 Spring Seminar Sponsorship Opportunity

The Western Pension & Benefits Council (WP&BC) provides education at events throughout the year regarding the latest trends and legal requirements affecting retirement and benefits professionals. The Seattle Chapter's efforts continue this upcoming year with our annual **Spring Seminar** event at the Bell Harbor International Conference Center. This year's event will be held on Wednesday, April 20, 2016. We hope you are able to participate and join us for this exciting event.

The Western Pension & Benefits Council is appreciative of your past sponsorship. The Board would like to officially invite your firm to sponsor the 2016 **Spring Seminar**. Your sponsorship helps to support the efforts of the Western Pension & Benefits Council in fulfilling its mission. As a non-profit organization, sponsorships are critical in allowing the Western Pension & Benefits Council to continue to offer the **Spring Seminar** every year.

The **Spring Seminar** provides attendees with a tremendous opportunity to hear from preeminent speakers on relevant and important retirement and benefit topics and the chance for individuals to learn from a variety of local and national experts. Sponsors and attendees will also have the ability to network with industry peers. In 2014 and 2015, we had approximately 185 attendees each year. Representation among attendees includes plan sponsors, industry professionals, and providers, with each group typically representing about one-third of attendees.

Sponsorship offers organizations easy and effective event marketing and provides an opportunity for greater visibility and name recognition. We offer two levels of sponsorship for the Spring Seminar, Gold (\$2,500) and Silver (\$1,000).

Sponsorship level	Gold	Silver
Financial commitment	\$2,500	\$1,000
Marketing materials	<ul style="list-style-type: none"> ◆ One full page (8½” by 11”) marketing piece of your design included in the conference handout materials. ◆ Display of your company or organization’s logo in recognition of your sponsorship: <ul style="list-style-type: none"> ○ www.wpbcseattle.org ○ Printed brochure for the event ○ Presentation screens in conference center ○ Reception tables 	<ul style="list-style-type: none"> ◆ One full page (8½” by 11”) marketing piece of your design included in the conference handout materials. ◆ Display of your company or organization’s logo in recognition of your sponsorship: <ul style="list-style-type: none"> ○ www.wpbcseattle.org ○ Printed brochure for the event ○ Presentation screens in conference center ○ Reception tables
Paid registration for 2016 Spring Seminar	◆ One paid registration for one attendee to the Spring Seminar , including parking validation.	◆ One paid registration for one attendee to the Spring Seminar , including parking validation.
Moderator opportunity	◆ One individual from sponsoring firm may be identified and selected to moderate one of twelve sessions during the seminar.	N/A
Paid 2016 membership	◆ One paid 2016 annual membership for an individual at the sponsoring firm.	N/A
Paid registration for 2016 monthly events	◆ Sponsoring organization receives one paid registration to all 2016 Seattle chapter events.	N/A

To secure a sponsorship, please go to www.wpbmseattle.org to register on-line or complete the registration form that is provided for your convenience. If there is another individual within your organization who is able to assist with this request, please feel free to forward this information to whom you feel it is appropriate. We hope to have another successful **Spring Seminar** and your sponsorship is key to that success.

New for the 2016 Spring Seminar

We will be ending our final session of the day a little earlier than normal to transition to a networking reception. The networking reception is a wonderful opportunity to meet others within the local retirement and benefits community.

We hope that you will be able to continue your support by sponsoring the **Spring Seminar** in 2016, as we expect the event to be even more successful than it was this year.

Should you have any questions, please feel free to contact us at (206) 623-8632 or via email at wpbc@asi-seattle.net.

Sincerely,

Elizabeth Deckman
President