



Baldrige Performance Excellence

Sponsorship Opportunities

Quest for Excellence®
Outreach
Examiner Support



Become a Baldrige Sponsor.... We have the right options for you.

As a supporter of the Baldrige Program, opportunities are plentiful for you.

Overview

Today, the Baldrige Performance Excellence Program represents so much more than an award. Looking for a proven framework for overall improvement, U.S. and international organizations come to Baldrige to **(Im)Prove their Performance**. To this end, the Baldrige Program is launching its next 25 years by welcoming a new director and continuing to implement its business model, which includes a renewed focus on using the Criteria for Performance Excellence for improvement as well as for an award application. As a Baldrige sponsor, you can support a range of Baldrige products and services and the 26th Annual Quest for Excellence® Conference.

You will be guiding this next generation of organizational leaders looking for success in today's global and competitive marketplace. Regardless of your choice of sponsorship activity, your support will be visible and appreciated. To meet your needs, sponsorship opportunities are designed to fit a complete range of budgets.

Baldrige Outreach and Examiner Support Sponsor Descriptions

These high-level sponsorships provide your organization with the greatest degree of visibility as a supporter of the Baldrige Program.

OPTION 1: Outreach Sponsorship | \$50,000

As a sponsor, you can help by supporting development and production of various future publications and other products to facilitate the Baldrige Program's outreach efforts. Sponsors will be recognized in the materials produced by the sponsorship, at all key program events, and on the Baldrige Web site during the period that the publications are in use. This opportunity is limited to one sponsor.

OPTION 2: Examiner Support Sponsorship | \$50,000

Malcolm Baldrige National Quality Award examiners, who represent all sectors of the U.S. economy, give their time and expertise to drive organizational performance excellence across the country through use of the Baldrige Criteria—recognized as an objective model for twenty-five years. Each year, examiners participate in an interactive Examiner Preparation Course that has been identified as one of the most prestigious professional development opportunities in the nation. Examiners then use the Baldrige Criteria to evaluate award applications from U.S. organizations. Your sponsorship will help to cover the cost of training materials for the examiners, a reception for the examiners during each week of the four-weeks of the training course, and copies of instructional manuals used during the evaluation process. Sponsors will be recognized on the Baldrige Web site, in the materials, and during examiner training.

26th Annual Quest for Excellence Conference Description

The Quest for Excellence Conference will be held April 7–9, 2014, in Baltimore, MD. It is the leading conference to learn best practices from Malcolm Baldrige National Quality Award recipients. Approximately 800 attendees will come together to learn from, engage with, and be inspired by Baldrige award winners. Conference attendees—CEOs, senior managers, executives, directors, heads of operating units, and quality/performance improvement leaders/practitioners—represent the business, education, government, health care, and nonprofit sectors. These attendees are key decision makers and influencers in their organizations, and they have demonstrated their interests in organizational improvement and personal learning. Your sponsorship of Quest will greatly enhance the conference experience for these participants.

This was my first Quest conference; I really learned a lot and am pleased with my experience. A key conference strength was the sessions. There were many to choose from, and each presenter was full of expertise

Attendee, 25th Quest Conference

26th Annual Quest for Excellence® Conference

Sponsorship-Level Benefit Packages

You can choose from any number of sponsorship opportunities described below. Please select one or several opportunities that match your marketing approach and budget. **At the platinum, gold, and silver levels, some flexibility in options is available.**

Sponsoring the Quest for Excellence conference allows you to interact and network with target audiences and build recognition for your organization. All sponsorships come with benefits, including acknowledgement on the Baldrige Web site, in the conference literature, and in a variety of verbal announcements, plus acknowledgement on slides prior to conference plenary sessions. In addition, all sponsors may customize their packages—but will need to speak with the Baldrige staff first.

PLATINUM | \$50,000 (limited to one sponsor)

- Full-page ad in conference program
- Opportunity to send up to four employees to four-day Baldrige Examiner Experience training at the National Institute of Standards and Technology (restrictions apply)
- Four full conference registrations
- Conference mobile app or a substitute item if mobile app already purchased as a separate item
- Recognition as sponsor on Quest promotional material and in conference e-mail marketing, with your organization's name prominently displayed
- Recognition during plenary session
- Recognition as sponsor on Baldrige Web site for 2014, with a link to your organization's Web site
- Post-conference attendee lists
- A draped 6ft resource table is available for your organization's exclusive use to share informational materials.*

GOLD | \$30,000

- Half-page ad in conference program
- Opportunity to send one employee to four-day Baldrige Examiner Experience training at the National Institute of Standards and Technology (restrictions apply)
- Three full conference registrations
- Conference Wi-Fi or substitute item if Wi-Fi already purchased as a separate item
- Recognition during plenary session
- Recognition as sponsor on Baldrige Web site for 2014, with a link to your organization's Web site
- Recognition as a co-sponsor of one refreshment break
- Recognition in conference e-mail marketing, with your organization's name prominently mentioned
- Post-conference attendee lists
- A draped 6ft resource table is available for your organization's exclusive use to share informational materials.*

SILVER | \$15,000

- Half-page ad in conference program
- Two full conference registrations
- Recognition as sponsor on Baldrige Web site for 2014, with a link to your organization's Web site
- Opportunity to sponsor a refreshment break of your choice
- Recognition in conference e-mail marketing, with your organization's name prominently mentioned
- Post-conference attendee lists
- A draped 6ft resource table is available for your organization's exclusive use to share informational materials.*

*Tables will be set-up in conference area near break stations. Your organization will be able to interact with the conference attendees during breaks, meals, and between presentations. Contact the Baldrige staff for additional details. These tables are only available to Package Sponsors.

Additional Quest Conference Sponsorship Opportunities

Award Ceremony Reception | \$50,000 (exclusive), \$10,000 (nonexclusive)

Your passion for performance excellence will be recognized through sponsorship of the Baldrige Award Ceremony reception held during the 26th Annual Quest for Excellence Conference. This event celebrates the 2013 award recipients for their outstanding achievements in performance excellence. This sponsorship will provide your company with a high level of visibility as a supporter of the Baldrige Program, award recipients, and the national acclaim that they represent.

Lunch Keynote Speaker | \$25,000

This is a nonexclusive opportunity to co-sponsor a lunch keynote speaker. You will receive recognition as a co-sponsor of the keynote speaker. Recognition and exposure are provided through signage on the screen during the conference and in the conference program.

Mobile Conference App | \$10,000

Sponsor's name and the Baldrige Program logo will be prominently displayed in this interactive format for attendees' easy and frequent access to event information via their own smart phone or tablet. The Baldrige Program will manage the content for this exciting opportunity!

Conference Wi-Fi | \$8,000

Sponsor's name will appear on the wireless network ID visible from any wireless device within the meeting space. The sponsor's logo will be featured prominently on the log-in page. In addition, the 26th Quest conference information will be prominently displayed.

Examiner Recognition Reception | \$7,500 (exclusive)

This reception celebrates members of the Malcolm Baldrige National Quality Award Board of Examiners who give their time and expertise to the evaluation of U.S. organizations and the Baldrige Program. The event is held in conjunction with the Quest examiner recognition event.

Lunch and Learn Session | \$5,000 + cost of lunch and audiovisual

These sessions are unique, nonsales events that allow you to showcase your solutions in a nonsales environment. They are an opportunity to present on performance excellence topics, advanced methodologies, or innovative applications. Sponsors will host a one-hour boxed lunch presentation for preregistered conference participants (maximum of 50 participants). Sponsorship includes a meeting room and access to the post-attendee mailing lists. Session invitations are the sponsor's responsibility. The Baldrige Program does not endorse sessions, and all session materials must go through a review process. Sponsorship is on a first-come, first-served basis because space is limited.

Hotel Key Card | \$5,000 + cost of cards

Sponsor has the opportunity to print its corporate logo and message on the front of the electronic room keys. It is the sponsor's responsibility to work with the hotel for key card production. Costs associated with production are the responsibility of the sponsor.

Conference Tote Bag | \$2,500 + cost of bags (incl. 26th Quest conference information on one side)

Sponsor will provide 1,000 bags to be handed out to registered attendees. The bags will carry the sponsor's company branding and the Quest conference information on one side. Production of the bags is the responsibility of the sponsor. Bag design is subject to approval.

Badge Lanyard | \$2,500 + cost of lanyards (incl. 26th Quest conference information on one side)

Sponsor will provide 1,000 branded lanyards to hold attendee badges. Lanyard will be handed out to each attendee. Production of the lanyards is the responsibility of the sponsor. Lanyard design is subject to approval.

Badge Holder | \$2,500 + cost of badge holder (incl. 26th Quest conference information on one side)

Sponsor will provide 1,000 branded holders for attendee badges. Badge holders will be handed out to each attendee. Production of the badge holders is the responsibility of the sponsor. Badge holder design is subject to approval and should include the 26th Quest conference information.

Additional Quest Conference Sponsorship Opportunities (continued)

Water Bottles | \$2,500 + cost of bottles (incl. 26th Quest conference information on one side)

Sponsor will provide 1,000 water bottles. Bottles will be handed out to each attendee. Production of the water bottles is the responsibility of the sponsor. Water bottle design is subject to approval.

Notebook Portfolios | \$2,500 + cost of portfolios (incl. 26th Quest conference information on one side)

Sponsor will provide 1,000 logo-embossed notebooks, loaded with a pen and pad of paper for use during sessions. The portfolios will be handed out to each attendee. Production of the portfolios is the responsibility of the sponsor.

For the following sponsorship opportunities, recognition and exposure are provided through signage at the conference and acknowledgement in the conference program and on the conference Web site.

Breakfasts and Luncheons

\$5,000 per meal (nonexclusive) | \$30,000 exclusive

Refreshment Breaks

\$3,000 per break (nonexclusive) | \$10,000 exclusive

Conference Program Ads

\$10,000 full-page ad

\$5,000 1/2-page ad

\$2,500 1/4-page ad

\$1,000 business card size ad

Ice Cream Bar Refreshment Break

\$2,000 (nonexclusive, 1 break per day)

Premium Coffee Bar

\$1,000 (nonexclusive, limit 3 per day)

Conference and Award Ceremony Floral Arrangements

\$2,000 (exclusive)

PLEASE NOTE: Sponsors are responsible for providing their logos to the Baldrige Program for placement on the Baldrige Web site, on signage, and in conference materials.

Custom Sponsorship Packages

If you do not see a package that meets your needs as a Quest conference or Baldrige Program sponsor, please call us. We would like to hear from you about what you want in a custom sponsorship package that highlights your needs and benefits the needs of the Quest conference attendees and Baldrige Program.

Please contact Baldrige staff at (301) 975-2555 or (301) 975-6323 for additional information.

I really liked the new Quest conference app . . . for keeping up with the schedule and the details regarding sessions and events.

Attendee, 25th Quest Conference



Sponsorship Selection Process

Sponsorships are reserved on a first-come, first-served basis. Please note important deadlines below for submitting an application.

Dates to Remember

Early Sponsor Application Process Opens: **July 30, 2013**

Early Sponsor Applications Due: **August 15, 2013**

General Sponsor Application Process Opens: **August 22, 2013**

Sponsor Application Process Closes: **mid-February 2014**

Quest Conference Program Ad Information Due: **March 3, 2014**

The provision of organizational listings, logos, and Web site URLs are due immediately upon purchase of sponsorships.

Contact Us

Please contact the Baldrige staff at (301) 975-2555 or (301) 975-6323 for additional information and to discuss the availability of sponsorship opportunities and customized sponsorships.

The Sponsorship Selection Form should be returned via e-mail to Sharon Halsey, program director at the Silver Crescent Foundation. Sharon's e-mail address is (sharon@silvercrescentsc.org). **Please note that the Baldrige Program does not collect payments.**

Although a wide range of sponsorship opportunities are available, some opportunities are limited and are on a first-come, first-served basis. Therefore, every effort will be made to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, you may select another option.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD®, THE QUEST FOR EXCELLENCE®, BALDRIGE PERFORMANCE EXCELLENCE PROGRAM®, PERFORMANCE EXCELLENCE®, BALDRIGE CRITERIA FOR PERFORMANCE EXCELLENCE®, and CRITERIA FOR PERFORMANCE EXCELLENCE® are federally registered trademarks and service marks of the U.S. Department of Commerce, National Institute of Standards and Technology. The unauthorized use of these trademarks and service marks is prohibited.

Acceptance of sponsorships does not constitute an endorsement of any organization, product, or service by the U.S. Department of Commerce, the National Institute of Standards and Technology, or the Baldrige Performance Excellence Program. The names and logos of the Baldrige Performance Excellence Program, the National Institute of Standards and Technology, and the U.S. Department of Commerce shall not be used in any manner that implies an endorsement of any organization, product, or service.

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Sponsorship Selection Form

The 26th Annual Quest for Excellence® Conference

Official Conference of the Malcolm Baldrige National Quality Award

April 7–9, 2014 | Baltimore Marriott Waterfront Hotel | Baltimore, MD

The Sponsorship Selection Process in Two Easy Steps:

Step 1

For availability of sponsorships and customized sponsorships, or to request additional information and ask questions, please contact

Jacqueline Calhoun
jacqueline.calhoun@nist.gov
301-975-2555

Renée Norris
renee.norris@nist.gov
301-975-6323

Step 2

Complete the Sponsorship Opportunities Form and return it to

Sharon Halsey
Silver Crescent Foundation
sharon@silvercrescentsc.org | 803-657-6183

Please Note: We understand that making a commitment to sponsorship support may take approval from others in your organization and, therefore, may not be done quickly. However, if you have an interest in a particular sponsorship, we ask that you call us as early as possible so that we can ensure that you get your first choice.

Company/Organization Information (please print)

Company/Organization Name (as you would like it listed)

Contact Person _____ Authorized Signature _____

Street Address _____

City, State, Zip/Postal Code _____

Telephone _____ Fax _____

E-mail Address _____ Company/Org. Web site _____

Quest Sponsorship-Level Opportunities

Platinum \$50,000

Gold \$30,000

Silver \$15,000

Additional Quest Sponsorship Opportunities

Award Ceremony Reception

\$50,000 exclusive

\$10,000 nonexclusive

Lunch Keynote Speaker

\$25,000 nonexclusive

Mobile Conference App \$10,000

Conference Wi-Fi \$8,000

Examiner Recognition Reception

\$7,500 exclusive

Lunch and Learn Session \$5,000⁺⁺

Hotel Key Card \$5,000⁺

Conference Tote Bag \$2,500⁺

Badge Lanyard \$2,500⁺

Badge Holder \$2,500⁺

Water Bottles \$2,500⁺

Notebook Portfolios \$2,500⁺

Breakfasts and Luncheons⁺

\$5,000 per meal nonexclusive

\$30,000 per meal exclusive

Refreshment Breaks⁺

\$3,000 per break nonexclusive

\$10,000 per break exclusive

Ice Cream Bar \$2,000 nonexclusive

Premium Coffee Bar \$1,000⁺ nonexclusive

Conference and Award Ceremony Floral Arrangements⁺ \$2,000 exclusive

Conference Program Ads⁺

\$10,000 full page

\$5,000 ½ page

\$2,500 ¼ page

⁺Plus item cost | ⁺⁺Plus item/audiovisual costs

Sponsorship Selection Form

The 26th Annual Quest for Excellence® Conference | April 7–9, 2014 | Baltimore Marriott Waterfront Hotel | Baltimore, MD

Baldrige Outreach and Examiner Support Sponsorship Opportunities

- Option 1: Outreach Sponsorship | \$50,000
- Option 2: Examiner Support Sponsorship | \$50,000

Custom Sponsorship Opportunities

Provide your preferences for a sponsorship package. We will contact you to discuss.

Payment Information

The Baldrige Program does not collect payments. You may submit your form now and make your payment by October 1st; however, if another organization submits a form and payment for your sponsorship selection, you will need to select another. Please note that credit card payments will be subject to a 2.8% service charge.

All payments should be submitted to

Sharon Halsey
Program Director, Silver Crescent Foundation
590 Ready Pond Road, Batesburg, SC 29006
sharon@silvercrescent.org | 803-657-6183 | www.SilverCrescentSC.org

Total Sponsorship Amount (US Funds) \$ _____ Check (Payable to Silver Crescent Foundation)

Credit Card: Master Card VISA AMEX

Credit Card # _____ Expiration Date _____ Amount \$ _____

Card Holder Name _____ Cardholder Signature _____

Terms and Conditions

1. All sponsors must submit the Sponsorship Selection Form provided. The form should be submitted by an authorized individual who has the authority to act for the sponsor. The Baldrige Program reserves the right to determine the eligibility of any company/organization.
2. Every effort will be made to assign sponsorships according to the order in which applications are received. If the applied-for sponsorships are not available, you may select another option.