Sponsorship
Opportunities

Quest for Excellence®
Outreach
Examiner Support
Overview

Today, the Baldrige Performance Excellence Program represents so much more than an award. Organizations everywhere are looking for ways to effectively and efficiently meet their missions and achieve their visions. Thousands of organizations use the Baldrige Criteria for Performance Excellence to guide their enterprises, improve performance, and get sustainable results. U.S. and international organizations come to Baldrige to (Im)Prove their Performance. The Baldrige Program provides 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 27th 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 three-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.

27th Annual Quest for Excellence Conference Description

The Quest for Excellence Conference will be held April 13–15, 2015, 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.

The conference app was great, user-friendly tool that really helped me get around the conference.

Attendee, Quest Conference
27th 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 Training Experience 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
- Recognition during plenary session
- Recognition as a co-sponsor of one refreshment break
- Recognition as sponsor on Baldrige Web site for 2015, with a link to your organization's Web site
- Post-conference attendee lists, upon request
- 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 Training Experience 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 2015, with a link to your organization's Web site
- Recognition as a co-sponsor of one refreshment break
- Recognition as sponsor on Quest promotional material and in conference e-mail marketing
- Post-conference attendee lists, upon request
- 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 2015, with a link to your organization's Web site
- Recognition as a co-sponsor of one refreshment break
- Recognition as sponsor on Quest promotional material and in conference e-mail marketing
- Recognition during plenary session
- Post-conference attendee lists, upon request
- 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 27th Annual Quest for Excellence Conference. This event celebrates the 2014 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 and award recipients.

**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 | $9,000**
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 27th 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.

**Conference Tote Bag | $2,500 + cost of bags (incl. 27th Quest conference information on one side)**
Sponsor will provide 750 tote 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 selection and design is subject to approval by the Baldrige Program. Contact the Baldrige Program for bag selection specifications.

**Badge Lanyard | $2,500 + cost of lanyards (incl. 27th Quest conference information on one side)**
Sponsor will provide 750 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.

**Water Bottles | $2,500 + cost of bottles (incl. 27th Quest conference information on one side)**
Sponsor will provide 750 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. 27th Quest conference information on one side)**
Sponsor will provide 750 logo-embossed notebook portfolios, 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.
Additional Quest Conference Sponsorship Opportunities

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
  - $5,000 ½-page
  - $2,500 ¼-page
  - $1,000 business card size

- **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 absolutely loved the conference...it was well planned and offered engaging sessions.

Attendee, 26th Quest Conference

The Keynote Speaker was excellent!

Attendee, 26th 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

Sponsor Application Process Opens: August 25, 2014
Sponsor Application Process Closes: mid-February 2015
Quest Conference Program Ad Information Due: March 3, 2015

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.
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    Renée Norris
jacqueline.calhoun@nist.gov  renee.norris@nist.gov
301-975-2555    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
- Keynote Speaker
  - $25,000 nonexclusive
- Mobile Conference App $10,000
- Conference Wi-Fi $9,000
- Examiner Recognition Reception
  - $7,500 exclusive
- Lunch and Learn Session $5,000**

- Conference Tote Bag $2,500+
- Badge Lanyard $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
- $1,000 business card size

*Plus item cost | **Plus item/audiovisual costs
Sponsorship Selection Form
The 27th Annual Quest for Excellence® Conference | April 13–15, 2015 | 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 November 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@silvercrescentsc.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.