

Greater
New York



Society for
Public Health
Education



Kingsborough
Community
College,
CUNY
Program in
Community
Health



Brooklyn
Borough
President's
Office

3rd Annual Finding Your Inner Leader "Aha!" Conference

Friday, June 20, 2008

8am-6:30pm

Marine Academic Center Rotunda
Kingsborough Community College, CUNY
2001 Oriental Blvd., Brooklyn, NY 11235

March, 2008

Re: Conference Support Invitation

Dear Health Professional Colleagues,

On behalf of the Brooklyn Borough President's Office (BBPO), the Society for Public Health Education Greater New York Chapter (GNYSOPHE), and Kingsborough Community College's Program in Community Health (KCC) **it is my pleasure to invite you to support "Finding Your Inner Leader: An 'Aha!' Conference to Reach, Rouse, and Ready Future Public and Community Health Leaders"** Friday, June 20, 2008 from 8:00am-6:30pm at Kingsborough Community College, CUNY, on Brooklyn's breath-taking Manhattan Beach. We expect about 300 registrants.

This conference is truly unique in that it focuses on **identifying and inspiring current health and medical practitioners to become leaders**. Our goal is to help generate a pool of passionate, competent, and dedicated health and medical personnel to lead current and future efforts to prevent and manage traditional, new, and emerging chronic and infectious disease and injury challenges. Progress in combating health disparities depends upon our ability to identify and inspire new leaders to sustain and build upon the progress we have achieved so far.

If you support the need to identify and inspire future leaders, show that support by helping us offer a universally accessible program for the hundreds of practitioners we need as future health and medical leaders! Help us help attendees...

- Learn why we need new public and community health leaders now
- Discover what it means to have a true leadership mindset
- Begin to assess their own leadership mind-sets and skill-sets
- Identify leadership opportunities and how to foster them on-the-job
- Develop plans to launch their "leadership learning labs"
- Meet and network with current courageous community health leaders

Conference support applications and payments, if appropriate, are due by Friday, May 2 to ensure a listing in the Conference Program. Exclusive financial support options are on a first-come, first served basis, so we recommend as prompt a response as possible.

Attached is (1) our "Program at a Glance," (2) the Conference Support Options Sheet including a list of benefits for contributors, and (3) a Conference Supporter Application Form.

Thank you for your interest in this exciting event. We look forward to hearing from you!

Sincerely,

Karen Denard Goldman

Karen Denard Goldman, PhD, CHES
Conference Coordinator kgoldman@kbcc.cuny.edu 718-368-5716

3rd Annual

“Finding Your Inner Leader: an ‘Aha!’ Conference to Reach, Rouse and Ready Future Public and Community Health Leaders”

Friday, June 20, 2008 8:00am-6:30pm

Kingsborough Community College Marine Academic Center * 2001 Oriental Boulevard * Brooklyn, NY 11235

CONFERENCE SUPPORT OPPORTUNITIES:

Promotional Supporter

- ___ Send electronic save the date flyer with conference URL to network of staff and partners asking recipients to forward information/documents to colleagues
- ___ Send electronic copies of registration form and program-at-a glance with conference URL to same
- ___ Publicize conference in newsletter calendar and electronic calendar of supported events
- ___ Put a link on own website to conference web page

Technical Supporter

- ___ Regularly participates in program planning conference calls and face to face meeting
- ___ Identifies and secures speakers and facilitators
- ___ Assists in fundraising by providing funding connections, making initial, following up on fundraising efforts
- ___ Assists in preparing professional continuing education credit applications
- ___ Provides personnel and other resources for the planning, implementation, and evaluation of the conference

Supporter Benefits:

Promotional

- Listed as promotional supporter on conference web site and conference program
- Members/staff pay discounted “member” registration fee

Technical

- Listed as technical supporter on conference web site, program book, opening Powerpoint loop
- Members/staff pay discounted “member” fee
- Conference web site link to supporter’s web page
- Half page ad in conference program
- Free exhibit table

Financial

- Featured on conference web site, program, and opening Powerpoint loop, opening remarks
- 1 exhibit table, 1 free registration for 1 exhibitor
- Prominently placed signs acknowledging gifts
- \$3,000+: full page ad in conference program and two free registrations
- \$5,000+: front or back cover full page ads in conference program and three free registrations
- Listings: **Pearl:** \$600-\$999 ♦ **Ruby:** \$1,000-1,999 ♦ **Gold:** \$2,000-\$3,499 ♦ **Diamond:** \$3,500-4,999 ♦ **Platinum:** \$5000+
- Breakfast, lunch, closing seaside reception tickets

Financial Supporter:

Minimum: \$500; Choose 1 or more categories

Exclusive Financial Support Opportunities:

- ___ **Web Cast \$5,000** Broadcast of plenary and Track A (Leadership Brain Boot-Up) sessions
- ___ **Tote Bags \$3,600** Conference tote bag with financial supporter’s name and logo on it
- ___ **Portfolios \$3,000** Conference writing portfolio
- ___ **Pens \$ 750** Agency promotional pen

Shared Financial Support Opportunities:

- ___ **Speakers: \$3,000** Travel Expenses and Conference Registration Fees
- ___ **Breakfast: \$2,400** (\$8/per person, 300 participants)
- ___ **Luncheon \$4,800** (\$16/per person, 300 participants)
- ___ **Evaluation \$4,500** Follow up report on conference and study of participants’ knowledge, attitudes, and intentions before, immediately after, six months, and a year after conference
- ___ **Graphics \$1,500** Conference Program design (spiral bound book including conference agenda, session abstracts, speaker bios, pre-registered participant list)
- ___ **Printing \$3,000** Flyers/Brochures, Conference Program, Speaker Handouts, Training Resource Guide
- ___ **Turtles \$ 600** 300 beautiful stone turtle to remind attendees to “Behold the turtle who makes progress only when s/he sticks his neck out.”
- ___ **Scholarships \$ 500** Defrays costs of Community Health Worker and student fees
- ___ **Training List \$1,500** List of local/regional health leadership and other leadership training opportunities
- ___ **Other \$ 500+** Item or service not mentioned above or just an exhibit table

**“Finding Your Inner Leader ‘Aha!’ Conference
to Reach, Rouse, and Ready Future Public and Community Health Leaders”**

Friday, June 20, 2008 ♦ Kingsborough Community College, CUNY

Conference Support Application

Yes, we would like to support the 2008 Inner Leader Conference in the following way(s). (Check all events or items that apply. We have read the Conference Support Opportunities Sheet.

Promotional Support

Technical Support

Financial Support/Conference events and product sponsorship (see below):

Exclusive Financial Sponsorship(s): (Select all that apply.)

Web Cast - \$5,000 Tote Bags - \$3,600 Portfolios - \$3,000 Pens - \$750

Shared Financial Sponsorship(s): (Select all that apply.)

Speakers \$3,000 Breakfast \$2,400 Graphics \$1,500

Evaluation- \$4,500 Luncheon \$4,800 Printing \$3,000

Scholarships \$ 500 Training List - \$1,500 Turtles \$ 600

An item not mentioned above that our organization would like to support:

_____ \$ _____

**Sponsorships are issued on a first-come, first-served basis.
Early response assures the sponsorship you select.**

Enclosed is our financial sponsorship fee in the amount of \$_____.

Check payable to **“Kingsborough Community College Foundation.”** In “memo” space or accompanying letter please note **“For KCC Community Health Program.”**

Credit Card Payment to KCC (please print very clearly): VISA Mastercard
Only these cards can be accepted for payment

Card number: _____

Expiration: ____/____ Security/PIN number: _____ (required for processing)

Name on card: _____

Authorized signature: _____

I understand the application and fee (where relevant) must be received and processed **no later than Friday, May 2, 2008** in order to be acknowledged in the conference program. After that date, supporters will be listed in other conference materials.

Contact person: _____

Title: _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____

Email: _____@_____._____

Company name: _____

Address: _____

City, State, Zip: _____

Benefits start upon receipt of form and payment.

Please return sponsorship form and payment no later than Friday, May 2.

Mail to: Prof. Goldman, Community Health, G-201, KCC, 2001 Oriental Blvd., Brooklyn, NY 11235

Fax to: 718-368-4866 – credit card payment only - Professor Goldman, KCC, CUNY

Questions? Karen Denard Goldman: 718-368-5716 or kgoldman@kbcc.cuny.edu