

# CERF SPONSORSHIP LEVELS

*Sponsorship levels are valid from July 1, 2018 through June 30, 2019.*

## FOUNDER

**\$10,000**

- Title sponsor for annual forecast event
- Recognition at CERF event and in all materials (print & electronic)
- Speaking opportunity from the podium at CERF forecast conference
- 12 admissions to CERF forecast event, 6 VIP reception admissions
- One two-hour exclusive presentation by CERF Executive Director
- Subscription to all forecast publications

## LEADERSHIP

**\$5,000**

- Recognition at CERF event and in all materials (print & electronic)
- 8 admissions to CERF forecast event, 3 VIP reception admissions
- One special presentation by CERF Executive Director
- Subscription to all forecast publications

## EXECUTIVE

**\$2,500**

- Recognition in CERF event materials (print & electronic)
- Direct phone and email access to the CERF Team
- 5 admissions to CERF forecast event, 1 VIP reception admission

## BUSINESS

**\$1,200**

- Recognition in CERF event materials (print only)
- 3 forecast event admissions
- 1 VIP reception admission

## NON-PROFIT

**\$600**

- Recognition in CERF event materials (print only)
- 2 forecast event admissions
- 1 VIP reception admission

## INDIVIDUAL

**\$600**

- Recognition in CERF event materials (print only)
- 1 forecast event admission

### PURCHASING ONLINE

Sponsorships can be purchased online. Please visit our website at [clucerf.org](http://clucerf.org) and select "Sponsors"

"The Cal Lutheran economic team has emerged as one of the state's best grounded and far-seeing prognosticators on California's ever-changing, roller coaster economy."

- Dan Walters, Sacramento Bee columnist

2018-2019 ECONOMIC FORECAST SPONSOR INFORMATION:

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Chief Executive/Area Manager (if different than contact): \_\_\_\_\_

Email Address of Chief Executive/Area Manager: \_\_\_\_\_

We would like to become a sponsor of the Center for Economic Research & Forecasting at Cal Lutheran for the 2018-2019 year at the following level:

- Founder: \$10,000
- Leadership: \$5,000
- Executive: \$2,500
- Business: \$1,200
- Non-Profit: \$600
- Individual: \$600
- Check Enclosed (*please make checks payable to: CLU – CERF*)
- Credit Card Information (circle one)  
MasterCard    Visa    Discover

Name of Cardholder: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Please mail the completed form to:**

**California Lutheran University Attention: Stacy Swanson  
60 West Olsen Road #4100 Thousand Oaks, CA 91360  
phone: (805) 493-3667  
fax: (805) 493-3719**

Agreement: By signing this Sponsorship Agreement (the "Agreement") below, you attest that you are a representative of your organization and all of its employees ("Sponsor") and are legally authorized to execute this Agreement; and that the Sponsor agrees to indemnify and hold California Lutheran University ("CLU"), its affiliated organizations, their Regents, officers, agents, and employees harmless from any liability, loss or damage the Sponsor may suffer as a result of activities to be carried out pursuant to the obligations of this Agreement; and that you have read and understand the definition of advertising as defined in IRC 26 CFR §1.513-4(c)(2)(v) ("Advertising"); and attest on behalf of the Sponsor that the Sponsor will refrain from conduct that could be interpreted as Advertising during all activities and events associated with this Agreement ("Events"); and agree and accept that interpretation of Advertising is and will be at the sole discretion of CLU; and agree and accept that conduct at Events deemed to be Advertising may result in the treatment of all funds received in association with this Agreement as non-charitable revenue.

Internal Revenue Code (IRC) Title 26 CFR §1.513-4(c)(2)(v) reads: Advertising. For purposes of this section, the term advertising means any message or other programming material which is broadcast or otherwise transmitted, published, displayed or distributed, and which promotes or markets any trade or business, or any service, facility or product. Advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use any company, service, facility or product. A single message that contains both advertising and an acknowledgment is advertising. This section does not apply to activities conducted by a payor on its own. For example, if a payor purchases broadcast time from a television station to advertise its product during commercial breaks in a sponsored program, the exempt organization's activities are not thereby converted to advertising.