

August 15, 2008

Dear \_\_\_\_\_:

On November 6-7, 2008 the annual WAYUP conference will be held at the Coralville Marriott Hotel. The mission of WAYUP is developing women leaders to enhance Iowa higher education. This event will bring together more than 100 women leaders in various areas of higher education to explore opportunities, make connections and share strategies to enhance the success of these leaders. I am writing to you with an opportunity for Noel-Levitz to participate as a sponsor of this event.

By participating as a sponsor of our conference, you will have an opportunity to raise your visibility among many higher education leaders, have literature and promotional items distributed to all attendees, and meet the participants at a reception on Thursday evening.

\_\_\_\_\_ can choose to participate as a sponsor of the WAYUP conference and reception at one of the following levels:

**Reception Sponsor: \$1,500** (one available). Benefits include:

- recognition of your sponsorship at the reception on Thursday evening
- distribution of literature and promotional materials to all attendees
- three representatives of your firm are welcome to attend the reception on Thursday evening
- your firm will be included in all of the promotional printed materials and posted on the conference website.

**Lunch Sponsor: \$1,000** (one available) Benefits include:

- recognition of your sponsorship at the lunch on Thursday or Friday
- distribution of literature and promotional materials to all attendees
- three representatives of your firm are welcome to attend the reception on Thursday evening
- your firm will be included in all of the promotional printed materials and posted on the conference website.

**Breakfast Sponsor: \$500** (two available) Benefits include:

- recognition of your sponsorship at the breakfast on Thursday or Friday morning
- distribution of literature and promotional materials to all attendees
- two representatives of your firm are welcome to attend the reception on Thursday evening
- your firm will be included in all of the promotional printed materials and posted on the conference website.

I hope that your organization will take advantage of this unique marketing opportunity. The deadline to submit your sponsorship form is October 1, 2008, but as the number of sponsorship opportunities is limited, I encourage you to respond as soon as possible. The sponsorship response form is enclosed with this mailing.

If you have any questions regarding the WAYUP conference and these sponsorship opportunities, please contact:

Maribeth Wright  
Executive Director  
Iowa Higher Education Loan Authority  
Phone: 515-282-3769  
Email: [maribeth.ihela@iaicu-icf.edu](mailto:maribeth.ihela@iaicu-icf.edu)

Thank you for your time and consideration.

Sincerely,

Maribeth Wright, Ph.D.  
Executive Director

**WAYUP**  
***Developing Women Leaders to Enhance Iowa Higher Education***  
***November 6-7, 2008***  
***Marriott Hotel, Coralville, IA***

**SPONSORSHIP FORM**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Level of Sponsorship:** Please Circle at which level you will sponsor and include the dollar amount

Reception/Lunch/Breakfast      x      \$      =      \$ \_\_\_\_\_

**Additional Attendees:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

E-mail \_\_\_\_\_