

# THE COAL INSTITUTE

## 44th Annual Summer Trade Seminar

If you are interested  
in a sponsorship for  
this event, contact  
Tim Carr at  
(540) 989-5044



**JULY 12-14, 2015**  
**Kingston Plantation**



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**The  
Coal  
Institute  
Presents**

**COAL'S  
CHANGING  
LANDSCAPE**

With The Coal Institute's 2015 Summer Trade Seminar upcoming, now is the time to register. The conference agenda and registration information is included. As always, our speakers are a knowledgeable group of professionals who will discuss current and future issues facing the Coal Industry. In addition, make sure not to miss the **first annual fireworks** on the beach on Tuesday evening ! Be sure to bring your family & friends.

There are three ways to register:

- **Registration Online:** [www.thecoalinstitute.org](http://www.thecoalinstitute.org). Please note: Registration will be confirmed when payment is made by credit card (Visa, MasterCard, American Express, or Discover)
- **Registration By E-mail:** Complete and e-mail the Conference Registration Form and credit card information to: [klsmith@mikrotec.com](mailto:klsmith@mikrotec.com). Please include your e-mail address so that we can forward you a receipt.
- **Registration by Mail:** Complete and mail the enclosed Conference Registration Form with a check payable to: North Carolina Coal Institute. Mail to: NCCI, Attn: Karen Smith, P.O. Box 3672, Pikeville, KY 41502

Early Member Registration fee of \$650 for individuals or \$700 for couples must be received by July 5, 2015. The registration fee after July 5th is \$725 for individuals and \$775 for couples. Non-Member registration fees are \$775 for Individuals and \$825 for couples. On site registration is available at July 5th fees.

**BE SURE TO GET YOUR REGISTRATION IN EARLY!!!**

### Scheduled Events

We are pleased to announce that Shaftesbury Glen Golf & Fish Club will be hosting the golf tournament on Tuesday, July 14th. Please be sure you e-mail your foursome to Donnie Peake, Golf Chairman at [donnie.peake@duke-energy.com](mailto:donnie.peake@duke-energy.com) or call 980-373-1696.

On Sunday Morning, The Coal Institute is offering a fishing trip. Please see the following pages for information, as registration will be directly with the company providing the fishing service.

Our Children's Program will be held on site at Kingston Plantation this year. Be sure to check out the enclosed information for this program.

## KINGSTON PLANTATION—EMBASSY SUITES

Embassy Suites reservations must be made by June 12, 2015, in order to get the following convention rates. (12% room tax is not included in these rates).

Double/Single Hotel Suites	\$237	Ocean view Condo— 2 Bedroom	\$355
Plantation Villa- 1 Bedroom	\$215	3 Bedroom	\$415
2 Bedroom	\$249	Brighton Towers and Margate ---	Call For Rates
3 Bedroom	\$288		

The above rates do not include a \$7.99 condo and villa resort charge per unit. Also, there is a charge of \$7.99 for hotel suite parking. For Reservations call (800) 876-0010 or (843) 449-0006. Please mention that you are with The Coal Institute (Use Group Code NCI). Embassy Suites and the STS Committee hope to provide a quick and smooth check-in upon your arrival, however **please be aware that check-in time is 4:00 p.m.**

The Hilton, next door to Embassy Suites, is also available. You may call for reservations at (800) 876-0010. Also, use Group Code NCI. In either venue, it is important to make reservations EARLY!!!!



Golf & Fish Club

### ANNUAL GOLF TOURNAMENT and OTHER ACTIVITIES

During the seminar registration on July 12, 2015, from 2:00 to 4:00 pm, at the Palmetto Pavilion, sign up tables will be available for golf. Please register in advance of the event. The golf tournament will begin at 8 am on Tuesday. Prizes for the tournament will be announced and given out at the dinner Tuesday Night.



#### Golf

Shaftesbury Glen Golf and Fish Club, in Conway, SC, welcomes The Coal Institute on Tuesday, July 14, 2015. There will be a shotgun start at 8 a.m. Fees this year are \$155 for pre-registered participants and \$175 for late registrants and non-members. Golf fees include carts, green fees, tournament prizes, lunch, as well as registration gifts. Lunch will be served in the clubhouse following golf. Beverages and additional food items will be available on the golf course and charges should be handled personally. Shaftesbury Glen is approximately 20 minutes from Embassy Suites off the SC-22 Bypass. Please email Donnie Peake your tournament pairings as soon as possible to [donnie.peake@duke-energy.com](mailto:donnie.peake@duke-energy.com) or call 980-373-1696.

Donnie Peake, Golf Chairman

#### Fishing Trip

The STS Committee is pleased to offer a fishing trip through Hurricane Fleet located in Calabash, NC. The fees for fishing are \$50 for adults and \$35 for kids under 11 and FREE for 3 and under. These should be paid with your conference registration. Fishing fees include rod & reel, tackle, bait, fishing license, shuttle buses and prizes. You may bring six pack sized coolers onto the boat but NO GLASS is allowed. Also there is a canteen on board which is CASH ONLY. Fishing will be held on Sunday July 12, 2015 with the boat departing at 8:00 am and returning at 12:30 pm. They ask everyone to be there by 7:15 am. Transportation shuttles to Calabash from the Embassy Suites lobby will depart at 6:30 am.

Paul Weiland, Fishing Chairman





## Registration Form

44th Annual Summer Trade Seminar July 12-14, 2015

Payment Must Accompany This Form

Company Name: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

Please List Names As You Would Like Them To Appear On Name Tag:

Names : Yours: \_\_\_\_\_  
 Spouse: \_\_\_\_\_  
 Guest: \_\_\_\_\_

List Children's Names, Age, and Grade Completed in 2015 (even if not attending planned activities):

Child's Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Age: \_\_\_\_\_  
 Child's Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Age: \_\_\_\_\_  
 Child's Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Age: \_\_\_\_\_  
 Child's Name: \_\_\_\_\_ Grade: \_\_\_\_\_ Age: \_\_\_\_\_

## Registration Fees

To qualify for pre-registration fees, your check and this completed form must be received by July 5, 2015

		<i>Preregistered</i>	<i>After Deadline</i>	<i>Non-Members</i>
<b>SEMINAR REGISTRATION FEE</b>				
INDIVIDUALS	\$650	_____	\$725	\$775 _____
COUPLES	\$700	_____	\$775	\$825 _____
ADDITIONAL BANQUET				
TICKETS – TUESDAY NIGHT	\$65 each	_____	\$75 each	\$75 _____
<b>GOLF PACKAGE</b>	\$155 each	_____	\$175 each	\$175 _____
<b>FISHING TRIP (FREE 3 and under)</b>	\$ 50 for adults	_____	\$35 for 11 yrs to 4 yrs	_____
<b>CHILDREN'S PROGRAM (Must Complete Waiver Forms Included)</b>				
Sunday Night (Age 5 thru 8)	Number of Participants	_____	\$ 35	_____
Sunday Night (Age 9 thru 12)	Number of Participants	_____	\$ 35	_____
Monday Night (Age 5 thru 8)	Number of Participants	_____	\$ 35	_____
Monday Night (Age 9 thru 12)	Number of Participants	_____	\$ 35	_____
Tuesday Night (Age 5 thru 8)	Number of Participants	_____	\$ 35	_____
Tuesday Night (Age 9 thru 12)	Number of Participants	_____	\$ 35	_____
<b>SCHOLARSHIP FUND RAISERS</b>				
Condo Raffle Tickets (Unlimited)	Number	_____	\$ 20	_____
Hole Sponsorship (s)	Number	_____	\$250/\$450	_____
Mulligan's (3 mulligans per person)	Number People	_____	\$20 ea	_____
<b>TOTAL AMOUNT ENCLOSED</b>				<b>TOTAL \$</b> _____

NO REFUNDS will be issued unless cancellation requests are received prior to 5:00 pm on July 5, 2015

MAKE CHECKS PAYABLE TO : NORTH CAROLINA COAL INSTITUTE

MAIL CHECKS AND FORMS TO:  
 Karen L. Smith  
 P.O. Box 3672  
 Pikeville, KY 41502  
 TELEPHONE (606) 791-0557  
 EMAIL [klsmith@mikrotec.com](mailto:klsmith@mikrotec.com)

# THE COAL INSTITUTE

## 2015 Summer Trade Seminar Schedule of Events

### Sunday July 12, 2015

8:00 AM	12:30 PM	<b>Fishing</b> - (Shuttles depart from Embassy Suites Lobby @6:30 AM)
2:00 PM	4:00 PM	<b>Registration</b> - Palmetto's Pavilion
2:00 PM	4:00 PM	<b>Poolside Social</b> – Palmetto's Pavilion
5:30 PM	6:00 PM	<b>Children's Program Check-In</b> - Eton
6:00 PM	7:00 PM	<b>Norfolk Southern Welcome Reception</b> - Kensington Ballroom ( <b>Business Casual</b> )

### Monday July 13, 2015

#### Meetings in Windsor Ballroom (Business Casual)

8:30 AM	9:00 AM	<b>Call to order</b> – Jeff Lamb, President
9:00 AM	9:30 AM	<b>David Lawson</b> – Vice President Coal, Norfolk Southern
9:30 AM	10:00 AM	<b>Rick Boyd</b> – Manager Fuel Origination and Operations, Dominion Energy
10:00 AM	10:30 AM	<b>Mike Carey</b> – Vice President Government Affairs, Murray Energy
10:30 AM	10:45 AM	<b>Break</b>
10:45 AM	11:15 AM	<b>John Voelker &amp; Kevin Kruse</b> – Dir. Coal Development, CSX Transportation
11:15 AM	11:45 AM	<b>Jesse M. Parrish</b> – Dir. of Strategic Planning & Corp. Communications, Blackhawk Mining
11:45 AM	12:45 PM	<b>Luncheon / Panel Discussion with Ted O'Brien</b>
12:45 PM	1:00 PM	<b>Break</b>
1:00 PM	1:15 PM	<b>CEDAR Awards Presentation</b>
1:15 PM	1:45 PM	<b>Ben Jones</b> - Assistant Manager Gas Supply, TVA
1:45 PM	2:15 PM	<b>Joe McCallister</b> – Director Natural Gas, Oil & Emissions, Duke Energy
2:15 PM	2:45 PM	<b>Jeff Wozek</b> - VP Coal Purchasing and Logistics, SunCoke Energy
2:45 PM	3:00 PM	<b>Closing Remarks</b>
3:00 PM	5:30 PM	<b>Networking/Customer Meetings</b>
5:30 PM	6:00 PM	<b>Children's Program Check-In</b> – Eton
7:00 PM	9:00 PM	<b>Beach Pizza Party</b> – Patriot Coal Sales & River Trading (Directly behind the Embassy Suites)

### Tuesday July 14, 2015

#### Meetings in Brighton Tower (Business Casual/Casual)

8:00 AM	2:00 PM	<b>Golf Tournament</b> – Shaftesbury Glen Golf & Fish Club (Lunch included)
2:00 PM	4:30 PM	<b>Networking/Customer Meetings</b>
4:45 PM	5:15 PM	<b>Caryl Pfeiffer</b> - Dir. Corporate Fuels & By-Products, LG&E/KU (Land's End)
5:15 PM	6:15 PM	<b>Keynote Speaker- Alex Epstein</b> , Book signing to follow (Land's End)
5:30 PM	6:15 PM	<b>Children's Program Check In</b> – Bally Moneen
6:30 PM	7:30 PM	<b>CSX Reception</b> – Land's End Foyer
7:30 PM	9:00 PM	<b>Dinner</b> – Palladium Ballroom
8:45 PM	9:00 PM	<b>Goodwyn Holmes Award Presentation</b> – Kenny Gillum
9:00 PM	9:15 PM	<b>Door Prizes/Golf Prizes/Fishing Prizes/Quilt Giveaway</b>
9:30 PM	10:00 PM	<b>Fireworks</b> - Apache Pier (viewable from Palladium Ballroom and the beach)
10:00 PM	11:00 PM	<b>Music, Cocktails, Dancing</b> – Palladium Ballroom





## ALEX EPSTEIN

Founder, Center for Industrial Progress.  
Author, *The Moral Case for Fossil Fuels*  
and *Fossil Fuels Improve the Planet*.

### *Making A Moral Case For Fossil Fuels*

Alex Epstein, energy expert and founder of the Center for Industrial Progress, is one of the world's most innovative champions of fossil fuels. In an energy debate where fossil fuels are often condemned as the dirty energy of the past, Epstein argues that they are the life-giving energy of the future - and says that we should celebrate, not demonize, the industry that creates them. A philosopher by training, Alex challenges many of our era's popular notions about energy, industry and environment, routinely engaging environmentalists in open debate over the big picture benefits of fossil fuels. His work has garnered both heavy praise from supporters and fierce opposition from adversaries, and changed the way thousands think about energy.

Alex is the author of *Fossil Fuels Improve the Planet*. His new book, *The Moral Case for Fossil Fuels*, builds on his acclaimed essay of the same name, which circulated among hundreds of energy industry Presidents and CEOs in 2013.

His writings on energy have been published in *The Wall Street Journal*, *Forbes*, and *Investor's Business Daily*, among hundreds of other publications. His views have been covered in *The New York Times* and *Rolling Stone*. A highly sought-after speaker, he has spoken on the economic and environmental benefits of fossil fuels at dozens of universities, including Stanford, Duke, Rice, and UCLA, appearing more than twenty times in the past year. He has defended fossil fuel energy in debates against Greenpeace, 350.org, and the Sierra Club.

Alex's confrontations with environmentalist leaders like Bill McKibben and his track record of turning fossil fuel skeptics into fossil fuel supporters has made him one of the top speakers and communications consultants in the fossil fuel industry. His keynote appearances in front of industry audiences have inspired and galvanized everyone from top executives to workers in the field.



**The Summer Trade Seminar Committee is pleased to offer a fishing trip on Sunday, July 12, 2015**

## **FISHING TRIP**

- When:** 8:00 AM – 12:30PM on July 12, 2015  
**Where:** Hurricane Fleet Calabash, NC  
**Cost:** \$50 per adult / \$35 children under 11 and FREE for 3 and under  
**Questions:** Please call or email Paul Weiland (pweiland@scana.com) 803-217-9455  
**Other:** Beer, soda, Gatorade, snacks and subs are available on the boat at an additional nominal charge. CASH ONLY. You can bring your own six pack sized coolers NO GLASS.

**Directions/Other:** [www.hurricanefleet.com](http://www.hurricanefleet.com)

Take Hwy 17 North thru North Myrtle Beach over the Intercoastal Waterway Bridge. Stay on Hwy 17 approx. 4 miles to the 5th traffic light. Go a quarter mile past the 5th traffic light. Turn right onto Hwy. 179 (just past the SC Welcome Center). Go 2 miles to 2nd traffic light in Calabash. Turn right on River Road. Follow road and bear right at Capt. Nance's Restaurant. You will see Hurricane Fleet Marina Sign, Red and White Lighthouse and ticket office behind Dockside Restaurant.



*You and your family are cordially invited to  
The Patriot Coal Sales and River Trading  
Customer Appreciation  
Beach Pizza Party*

*Monday, July 13, 2015 at 7:00 pm*



*Directly behind the Embassy Suites  
N. Myrtle Beach, South Carolina*

*Please RSVP to Renee Vanhooose by, July 1, 2015*

*[rvanhooose@patriotcoal.com](mailto:rvanhooose@patriotcoal.com)*

*304.380.0273*

*Please let us know how many people will be with you and the ages of  
any children attending.*

*Koozies will be provided to keep your refreshments ice cold!*

*We'll see you at the Beach!*



**2015 Summer Trade Seminar**  
**Activities Program for Children and Youth**  
**Preschool through Grade 12**  
**July 12th, 13th, and 14th, 2015**

Dear Coal Institute Parents,

We have a terrific program planned for our youth and children this year, and are delighted that you are taking part. We are able to offer this program at a charge of \$35.00/child per night. Because of the number participating, your cooperation in following the instructions below is important to ensure your kids have a safe, fun time. *Each parent must sign the Registration and Release Form before your children/youth can participate in the activities. Please note that 5 Years Of Age is the minimum for the Activities Program. Child care for children under age 5 can be arranged by contacting Room Service babysitting at (843)458-7671. Please see the following pages for detailed program information.*

**Arrival and Pick Up:**

Please review the drop-off locations with the Children's Program Chair at the Conference Registration. *Prompt* arrival and pick up of the kids is important. Written permission must be provided for your children to be picked up by anyone other than yourself.

Sunday, Monday, and Tuesday

5:30 -- 10:30 PM

***Please Note: Paint and arts and crafts will be involved in on site activities both nights.*** Please dress children appropriately (play clothes). Kingston Plantation are not responsible for any damaged clothing. All paint will be water based.





**Sunday, July 12, 2015**  
**All Ages**

5:30 pm	Check-In & Name Tags
5:45 pm	Face Painting/Balloon Animals/Coloring Competition
6:00 pm	Dinner
6:30 pm	Beach Olympics – Round 1
8:30 pm	Arts & Crafts
9:30 pm	Kids Karaoke Idol/Movie
10:30 pm	Check-Out

**Monday, July 13, 2015**  
**Ages 5-8**

5:30 pm	Check-In & Name Tags
5:45 pm	Ice Breaker Games
6:00 pm	Dinner
6:30 pm	Beach Olympics – Round 2
8:30 pm	Arts & Crafts
9:30 pm	Movie
10:30 pm	Check-Out

**Ages 9-12**

5:30 pm	Check-In & Name Tags
5:45 pm	Ice Breaker Games
6:00 pm	Dinner
6:30 pm	Beach Olympics – Round 2
8:30 pm	Arts & Crafts
9:30 pm	Movie
10:30 pm	Check-Out



**Tuesday, July 14, 2015**  
**Ages 5-8**

5:30 pm	Check-In & Name Tags
5:45 pm	Ice Breaker Games
6:00 pm	Dinner
6:30 pm	Beach Olympics – Round 3
8:30 pm	Arts & Crafts
9:30 pm	Movie
10:30 pm	Check-Out

**Ages 9-12**

5:30 pm	Check-In & Name Tags
5:45 pm	Ice Breaker Games
6:00 pm	Dinner
6:30 pm	Beach Olympics – Round 3
8:30 pm	Arts & Crafts
9:30 pm	Movie
10:30 pm	Check-Out

Rick Meade  
STS Chairman



## **Liability Release Form**

Guest's Name: \_\_\_\_\_

Local Contact Number: \_\_\_\_\_

Location: \_\_\_\_\_

I, \_\_\_\_\_ (your name), a guest at \_\_\_\_\_ (resort), have voluntarily placed myself in the care of Hilton Worldwide employees. I understand that participation of this activity is at my own risk and Hilton Worldwide and/or the American Hospitality Academy is not liable or in any way responsible for personal injury or accidents which may result. I also understand that the events include activities at Kingston Resorts and off-property excursions. (Any exceptions must be expressly listed at the bottom of this release.) I consent to the treatment by Hilton Worldwide personnel of myself for minor injuries. I give permission to Hilton Worldwide staff to provide first aid for the name above and to take the appropriate measures including contacting the emergency medical services (EMS) system and arranging for transportation to the nearest emergency medical facility. I do hereby for myself, my heirs, successors and assigns fully release, remit, acquit, and forever discharge Hilton Worldwide as well as its parent corporation, subsidiaries, division partners, assigns and representatives, including, but not limited to employers, agents, attorneys, independent contractors, landlords, directors, and stockholders of and from any and all claims, actions, suits, demands, rights, damages, costs, loss of service, expenses, and compensation whatsoever, in law or equity, which the undersigned may have as a result of or arising from any claimed occurrence resulting from the use of child care service of Hilton Worldwide or from any act, omission or obligation of Hilton Worldwide or anyone associated or affiliated with Hilton Worldwide.

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

Please list the following information:

Participants full name: \_\_\_\_\_

Doctor's name: \_\_\_\_\_ Doctor's phone number: \_\_\_\_\_

In case of emergency who do we contact is the above is not available: \_\_\_\_\_

Phone number of contact: \_\_\_\_\_ Relationship: \_\_\_\_\_

Medical problems: \_\_\_\_\_

Allergies: \_\_\_\_\_

# ***THE COAL INSTITUTE***

## ***44th Annual Summer Trade Seminar***

Dear Coal Institute Member:

The 44th Summer Trade Seminar is fast approaching and your help is once again requested in regard to sponsorship! This event continues to be the premier meeting in the energy industry, and with its tradition of mixing family fun with business, it is second to none. However, this event does not happen without the hard work of a group of dedicated volunteers, and without the support from you, our members and sponsors.

In order to maintain a reasonable balance between a first class seminar at a fair price, and the ever increasing costs of the STS, we need your ongoing generosity. The sponsorship funds you provide not only benefit the STS; they also support The Coal Institute's scholarships and related coal education programs. We respectfully request that you consider providing a minimum contribution of \$750.00. Please note that we are grateful for any financial assistance that you may offer.

This year we are instituting a fun event and sponsorship opportunity; the \$1,000,000 Golf Shootout which takes place during the golf tournament. In addition, we have some creative sponsorship opportunities that are a part of the first ever fireworks display at STS. Please review the following information for all the details related to Sponsorship for the 2015 STS.

As always, we thank you in advance for considering sponsorship of this event. We look forward to seeing you in Myrtle Beach!!!!

Tim Carr

Chair of the Sponsorship Committee

# THE COAL INSTITUTE

## 2015 Summer Trade Seminar Sponsorship Options

### STS Event Sponsor (Exclusive to One Company)

\$5,000

This sponsor will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The sponsor's logo will be etched onto a flash drive handed out to all attendees. Each flash drive will have pre-loaded any marketing materials chosen by the sponsor. The Sponsor's logo will also be showcased on the badge lanyards given out to all attendees, recognition on the conference agenda and prominently on signage throughout the event.

*\*\* Sponsorship Includes (2) Meeting Couples Registrations for the Event (\$1400.00 Value) \*\**

### Fireworks Sponsors (Three Available)

\$5,000

Each Sponsor will have their logo / company name prominently displayed in fireworks during the fireworks display on Tuesday evening. In addition, each Sponsor will be proudly recognized on the conference agenda and have any marketing materials chosen to be pre-loaded to the flash drive that is handed out to each attendee.

### Pool Side Social Sponsors (Two Available)

\$2,000

Each Sponsor will have their logo / brand prominently displayed on signage, cups and cocktail napkins at the reception. In addition, each Sponsor will be proudly recognized on the conference agenda and have any marketing materials chosen to be pre-loaded to the flash drive that is handed out to each attendee.

*\*\*Sponsorship Includes (1) Meeting Couples Registration for the Event (\$700.00 Value) \*\**

### General Sponsorship (Multiple Available)

\$750

Each Sponsor will have their logo displayed on signage at the event and any marketing materials chosen will be uploaded to the flash drive that is handed out to each attendee.





### 2015 STS Golf Tournament Sponsorship Options

**Tournament Sponsor (Exclusive to One Company) \$3,500**

This sponsor will have the exclusive opportunity to showcase their logo / brand to participants throughout the entire tournament. Sponsor logo / message will be displayed on to a bag tag designed exclusively for the event and handed out to all that attend. The sponsor will also have their logo branded onto golf tees and towels that will be provided to all participants. Signage will be displayed prominently on and off the golf course with the sponsor's logo or brand.

***\*\* Sponsorship Includes One Foursome for the Tournament and One Tee Box Sign (\$870.00 Value) \*\****

**Lunch Sponsor (Exclusive to One Company) \$2,500**

The Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be attached to each boxed that will be distributed to all tournament participants.

***\*\* Sponsorship Includes Two Greens Fees for the Tournament and One Tee Box Sign (\$560.00 Value) \*\****

**\$1,000,000 Dollar Shoot-Out (Two Companies) \$1,500**

Each Sponsor will have their logo / brand prominently displayed on signage around the meeting and course in relation to the \$1,000,000 Shoot-Out. Day of the tournament 5 participants will be chosen to have one chance to make a hole in one from 165 yards out for \$1,000,000 in cash. During the tournament drink koozies will be provided to all in attendance that display all the contest sponsors.

***\*\* Sponsorship Includes One Greens Fee for the Tournament (\$155.00 Value) \*\****

**Sleeve of Logo Balls (Exclusive to One Company) \$2,000**

Each Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be displayed on a sleeve of golf balls that will be distributed to each participant.

**Divot Tool (Exclusive to One Company) \$2,000**

Each Sponsor will have their logo / brand prominently displayed on signage on and off the golf course. In addition, the sponsors logo / message will be displayed on divot repair tool that will be distributed to each participant.

**Tee Box Sign (Multiple Companies) \$250 Shared Hole / \$450 Exclusive Hole**

Each Sponsor will have their company name displayed on signage at the tee of one of the tournament's golf holes.

# THE COAL INSTITUTE

## 2015 Summer STS Sponsorship Opportunities

### Meeting Sponsorship Options

STS Event (\$5,000)	
STS Fireworks (\$5,000)	
Pool Side Social (\$2,000)	
General (\$750)	

### Golf Sponsorship Options

Tournament (\$3,500)	
Boxed Lunch (\$2,500)	
\$1,000,000 Shootout (\$1,500)	
Logo Balls (\$2,000)	
Divot Tool (\$2,000)	
Tee Box Sign (\$250 / \$450)	
Total Amount Due:	

### Payment Options

☐ Check (Make Check payable to the North Carolina Coal Institute)

☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name Appearing on the Card: \_\_\_\_\_

Billing Address \_\_\_\_\_

State \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return this complete form via email to [klsmith@mikrotec.com](mailto:klsmith@mikrotec.com) or mail to:

The Coal Institute  
P.O. Box 3672, Pikeville, KY 41502