

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.