

# THE COAL INSTITUTE

Dear Coal Institute Members:

The Summer Trade Seminar is fast approaching. Your help is once again requested regarding sponsorship! This event continues to be one of the premier meetings in the coal 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.

The sponsorship funds you provide not only benefit the STS; they also support The Coal Institute's scholarships and support of related coal education programs. We respectfully request that you consider providing a minimum contribution of \$750. As you look at the various sponsorship opportunities, please consider the BT Prince Past Presidents Sponsorship, Golf Hole signage, T-shirts and Mulligans. The revenue from each of these goes directly to our Educational Funding Program and will help us reach our goal of at least \$5,000 at each of our 3 meetings this current fiscal year. Please note that we are grateful for any financial assistance that you may offer.

We have some creative sponsorship opportunities. Please review the following information for all the details related to Sponsorship for this summer's meeting.

As always, we thank you in advance for considering sponsorship of this event. My Co-Chair Joe Frye and I look forward to seeing you in Myrtle Beach!!!!



Tim Carr  
Chairman  
Sponsorship Committee



Joe Frye  
Chairman  
Joe Frye Jr. Educational Funding Committee



## 2024 STS Sponsorship Options

### **Event Sponsor (One) *Claimed by CSX***

The sponsor will have the opportunity to showcase their logo / brand to attendees throughout the entire meeting. The sponsor will be allowed to distribute any printed marketing materials or branded promotional items that they would like to supply as part of the TCI attendee registration packet. The sponsor's logo will also be showcased in the conference agenda, prominently on signage throughout the event, on the official event T-Shirts and with an advertisement in the conference program.

### **Entertainment Sponsor (One) \$4,000**

The sponsor will have their logo / brand prominently displayed on signage by the dinner entertainment, in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

### **Golf Tournament Sponsor (One) \$2,500**

The sponsor's logo/brand will be displayed on signage at the meeting, in the conference program and on the official event T-Shirts. The sponsor will be allowed to distribute their logo golf balls, tees, bag tags and/or other golf favors to the golf tournament participants. Signage will be displayed prominently on and off the golf course with the sponsor's logo / brand.

### **Sunday Reception/Registration Sponsor (One) \$2500**

The sponsor will have their logo / brand prominently displayed on signage at the reception, in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

### **Registration Gift Sponsor (Multiple) \$2,000**

Each sponsor will have their logo / brand prominently displayed on signage at registration, in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

### **Sunday Cabana Sponsor (Two) \$1,500**

The two sponsors will have their logo / brand prominently displayed on signage at/on a double cabana for registration on Sunday; they would also be listed in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

### **Tuesday Reception Sponsor (One) \$2500**

The sponsor will have their logo / brand prominently displayed on signage at the reception, in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

### **Tuesday Dinner Sponsor (One) \$2,500 *Claimed by CSX***

The sponsor will have their logo / brand prominently displayed on signage at the dinner event, in the conference program, on the official event T-Shirts and prominently on signage throughout the event.

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## 2024 STS Sponsorship Options (continued)

### **CEDAR Quilt Giveaway Sponsor (Multiple) \$2,000**

Each sponsor will have their logo / brand prominently displayed on signage at dinner, thanked during the quilt giveaway, in the conference program, on the official event T-Shirts, and prominently on signage throughout the event.

### **Refreshment Break Sponsor (Multiple) \$1,250**

Each sponsor will have their logo / brand prominently displayed on signage during the refreshment break taking place each morning of the conference, on the agenda for the meeting, on the official event T-Shirts and prominently on signage throughout the event.

### **General Sponsor (Multiple) \$750**

Each sponsor will have their logo displayed on signage at the meeting, on the official event T-Shirts and in the conference program.

### **T-Shirt Sponsor - Supporting Scholarships (Multiple) \$350**

Each attendee and their guests will receive a T-Shirt designed specifically for this year's Summer Trade Seminar and will include The company's logo on the back for continued exposure all year long.

### **Golf Hole Sponsorship – Supporting Scholarships (Multiple) \$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.

### **B.T. Prince Past Presidents Sponsorship (*supports Educational Funding Program*)**

We encourage individuals to donate in honor of a Past President of The Coal Institute in the amount you choose. (Options are available at the online meeting registration.)

