



Lotus Effects  
80 W. 200 N.  
SLC, UT 84103

Liz Galloway  
Principal

Contributing:  
Angela Martindale  
Jacqueline Stolte  
Anthony Carroccio  
Felicia Brown  
Nancy Reagan

801 637 5235  
888 223 0633

Fx. 801 419 0858

Valued Sponsor;

On behalf of Lotus Effects, I am pleased to inform you that our first annual Transformation Cruise for P.I.I.N.K, Wellness and Health seminar, sets sail October 13-18, 2008. This event supports breast cancer awareness, and carbon free cruising for a healthy world. This event creates silent auctions to raise funds for the Susan G. Komen Foundation, social networking opportunities within a like minded group, channels to present healthy and sustainable products to the right market, and top speakers on health and wellness topics.

I invite you to support this event, or one or more of our pre-cruise promotions taking place. I have attached a list of areas in which your company can be recognized as a premier sponsor or donor.

We feel that this outline will provide you with an overview of the sponsorship package value and that your sponsorship will generate marketing opportunities for you while contributing to the overall success of our seminars and educational mission of wellness. Our position is to seek opportunities to strengthen our partners brand and create additional marketing for high visibility.

Lotus Effects is a spa and wellness advisory group that seeks to engage a market of wellness oriented people and advocate excellence in cost effective education. This is to ensure an opportunity for all people to attend seminars, events, oriented to personal health, life success, humanitarian projects, sustainable living, and similar areas of interest for a healthy planet. We provide a platform with our events to support worth while causes and partner only with people who fit with our mission. Our interest is to impact the family, workplace and communities and grow from there.

Your positive response to our request of support will highlight the full array of your organizations services, products, public relations, and philanthropic endeavors. Our desire is to be associated with a well respected organization like yours, and showcase the marketing power associated with these events.

For additional information and questions, contact the principal Liz Galloway at 801 637 5235 [liz@thelotuseffects.com](mailto:liz@thelotuseffects.com)

We will also contact you for a follow up to exchange ideas on the benefits of partnering with Lotus Effects on this event. You can also visit us at [TheLotusEffects.com](http://TheLotusEffects.com) or [SpaCollegeInternational.com](http://SpaCollegeInternational.com). Here are a few identified areas your company can sponsor or co -sponsor for our related event expenditures;

- Workshop/Seminar Speakers
- Authors/Industry Writers
- Pre-cruise social networking reception and mini tradeshow, Salt Lake City
- Pre-cruise social networking and introduction, Ft. Lauderdale
- Printing of event brochures, advertising, conference guides etc.
- Conference gift bags/badges/t-shirts
- Conference equipment rental for pre event/event presentations
- Special events
- Silent auctions for breast cancer
- Membership affiliations and conference co-sponsoring
- Online/Website administration and Optimization

Thank you and we look forward to a favorable response to a mutually beneficial program and events. Feel free to contact us direct at any time.

Dedicated to your success,

Liz Galloway  
Principal  
Lotus Effects LLC

Enclosure: Sponsorship Agreement

## CORPORATE SPONSORSHIP AGREEMENT FORM

Company:  
Name: \_\_\_\_\_

Point of Contact:  
\_\_\_\_\_

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

Telephone Number:  
\_\_\_\_\_

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

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

We are interested in contributing; \$ \_\_\_\_\_

- Our contribution is enclosed (Please make checks payable to Lotus Effects)
- Please contact us to discuss further options or exclusivity for sponsorship
- Please contact us for in kind donations of product, services, equipment etc.

### { } PLATINUM SPONSOR - \$10,000

Website listing for 6 months  
Company logo on Lotus and Spa College  
Websites with links-High search  
Company Logo on Planet Spa Blog and full page ad with links  
Company Logo included on ad with Gotta Spa and Start Up Princess  
National Press Releases acknowledgement  
Inclusion in wellness articles on Spaparazzi and other blog partners  
Acknowledge of contribution during events  
Media acknowledgement as sponsor on KSL TV and local events  
2 Banner placement during in class seminars and pre cruise promotions  
Inclusion of collateral in client gift bag  
Exhibit space during class seminars and pre cruise promotions  
Logo and brand recognition in all print and advertising material – Agendas  
Inclusion in monthly newsletter  
Listing and acknowledge in industry calendars and news  
Representative invites to pre cruise events for product sales and/or branding, July  
Acknowledgement as co sponsor in womens' business conference, August  
Acknowledgement on Salt Lake Chamber website/ad  
Acknowledgement with media solicitation partner through CarbonFund.org

### { } GOLD SPONSOR - \$5,000

Website listing for 3 months  
Company logo on Lotus and Spa College  
Websites – High search  
Company logo on Planet Spa Blog  
half page ad with links  
National Press Release acknowledgement  
Acknowledgment of cocontribution during events  
Media acknowledgement as sponsor on KSL TV and local events  
1 Banner placement during class seminars and pre cruise promotions  
Inclusion of collateral in client gift bag  
Logo and brand recognition in all print and advertising material-Agendas  
Inclusion in monthly newsletter  
Acknowledgement with media solicitation with partner CarbonFund.org  
Representative invite to pre cruise events for sales – Product table  
Acknowledgement on Salt Lake Chamber website/ad  
Post event media mentions and promotions  
Acknowledgement and inclusion with co branded ad with Susan G. Komen  
Sales opportunities and product placement  
Listing and acknowledgement in industry calendars  
Acknowledgement with media solicitation partner through CarbonFund.org  
Half page inclusion on program

Acknowledgement on partner speaker websites and media  
One cruise cabin available for representative  
Post event media mentions and promotions  
Acknowledgement and inclusion with co-branded ad with Susan G. Komen  
Sales opportunities and product placement  
Full page inclusion on program  
KCPW Radio  
Large Logo on group T shirts

Large Logo on group T shirts  
KCPW Radio

**{ } SILVER SPONSOR - \$2,500**

Website listing for 3 months  
Sales opportunities and product placement  
Logo on all marketing materials  
Company logo on Planet Spa blog with quarter page ad and links  
National press release acknowledgements  
Acknowledgement of contribution during events  
Quarter page inclusion on program  
Post event media mentions and promotions  
Sales opportunity and product placement  
Quarter page inclusion on program  
Medium logo on group T shirts  
Representative invites to pre cruise events for branding -Product table  
Collateral in client gift bag

**{ } BRONZE SPONSOR - \$1,000**

Website listing for 2 months  
Logo on all marketing materials  
Collateral in client gift bag  
Collateral during class seminars and pre cruise promotions  
Medium logo on group T shirts  
National press release acknowledgement  
2 x 2 ad inclusion in program  
Representative invites to pre cruise events for branding – Product table

**{ } SMALL BUSINESS SPONSOR - \$500**

Logo on all marketing materials  
2 x 2 inclusion in program  
Medium logo on group T shirts  
Representative invites to pre cruise events for branding – Product table  
Collateral in client gift bag

**OUR MARKET:**

Professionals, entrepreneurs, and a public looking for lifestyle support that is healthy and sustainable. This is a market worldwide that spends income on green, health and humanitarian causes. Our commitment is to actions that will truly have a positive effect on the environment, individuals and open routes of awareness. We are proud to partner with those who have a concern for causes, and global healing. Global health and healing is a multi billion dollar industry. This cruise for a cause is the first and an annual event for the professional and the consumer.