

Sponsorship Prospectus for AIM 2010



Apartment Internet Marketing (AIM, www.aimconf.com) is the only multifamily industry conference that focuses exclusively on:

- Internet marketing and lead tracking
- Property applications including revenue management
- Online leasing transactions
- Resident retention and communication

It is the most focused and informative event in the industry, and is sure to attract the industry's leading buyers of online and transactional services in 2010.

The conference will be held **April 28 – 30, 2010 at the Hyatt Huntington Beach Resort and Spa in Huntington Beach, California.** Huntington Beach was made famous by the Beach Boys as "Surf City." The resort overlooks the standing surf break at Lifeguard Tower 15. You won't believe this fantastic location for networking and enjoyment.

It will be the most important business event of the year for everyone who is involved with internet marketing, online leasing, revenue management, online payments, prospect lead management and building an integrated web presence.

- In April of 2008, we hosted over 300 attendees at AIM. 250 of these were executives from owner-manager firms.
- In 2009, we had 10% more at the height of the recession.
- Conference attendance is limited to owner/managers, sponsors and speakers.

Why Sponsor?

AIM is the year's best time to personally meet with and reach the decision makers who buy and recommend marketing, leasing, software system and resident-facing technology. **AIM is a sales opportunity** for companies that sell to this crowd. AIM is not positioned as a "branding" or "presence" event. It's a serious gathering for people who need to make business decisions. Our sponsors come prepared to have meetings, perform demos and make sales.

In addition, AIM is a also market and product research event. Our speakers from inside and outside the industry present cutting-edge ideas for products and industry trends that affect our sponsors such as:

- In 2009, the executive editor of SearchEngineland.com correctly predicted that Google was going to jump into the real estate listings business;
- A detailed presentation from the American Red Cross spawned product ideas for resident emergency communications platforms;
- Yelp's presentation on review content shifted industry perceptions and set in motion several companies' plans to use reviews as part of their advertising platform;
- Semphonics' advanced presentation on deep web analytics gave many sponsor organizations a crash course in what to look for in their own marketing effectiveness. It may have

been the best presentation on marketing analytics seen in the apartment industry in years.

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Who Comes to AIM?

Our attendees are some of the industry's most forward-thinking and active adopters of online technology. For a partial list of the companies that attended in 2009, and the positions of the people attending, please see below.

Title	Company
Partner	Adler Development
Representative	AIMCO
SVP Revenue Management and Analytics	AIMCO
Project Director	AIMCO
Senior VP	Aimco
VP eCommerce	Aimco
Product Management	AIMCO
VP Interactive Marketing	AIMCO
National Marketing Director	Alliance Residential
VP Performance Department	Alliance Residential
Chief Operating Officer	Alliance Residential Company
REALTOR/PROPERTY MANAGEMENT	ALT PROPERTY MANAGEMENT
Chief Communications Officer	American Red Cross Mile High Chapter
IT Manager/Trainer	American Residential
Regional Marketing Director	AMLI Residential
Vice President of Revenue Management	AMLI Residential
Director of Operations	Archon Residential
Marketing Manager	Archstone
Group Vice President - Strategic Systems	Archstone
Director of eCommerce	Archstone
eCommerce Analyst	Archstone
eCommerce Marketing Analyst	Archstone
eCommerce Marketing Coordinator	Archstone
Vice President - SBS	AvalonBay Communities, Inc.
Trainer	B & M Management Co.
VP of Operations	Babcock and Brown Residential
Floating Manager-Western Division	Babcock and Brown Residential
Marketing Coordinator	Babcock and Brown Residential
Marketing Director	Babcock and Brown Residential
Vice President of Property Management	Babcock and Brown Residential
Vice President - Operations	Baron Properties
Marketing	Bell Partners
Sales and Marketing Support	Bell Partners
Marketing Coordinator	Bell Partners
Marketing Manager	Bigos Management
Senior Vice President, Operations	Boardwalk REIT
Marketing Manager	Boardwalk Rental Communities

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Director of Corporate Communications	Bozzuto Management
VP Management Systems	Bozzuto Management Company
VP, Marketing	BRE Properties
Internet Marketing Manager	BRE Properties, Inc.
Project Director	Bridge Real Estate Group
Regional Marketing Director	Camden
Director of Creative Marketing	Camden
Marketing Coordinator	Camden
Vice President of Marketing	Camden Property Trust
VP, CIO	Camden Property Trust
Vice President - Fund & Asset Management	Camden Property Trust
Vice President Marketing	Camden Property Trust
Web & Multi Media Designer	Campus Living Villages
Senior VP Operations	Campus Living Villages
Analyst	Capital Valley Investments
Project Manager, Interactive Marketing	Capital Valley Investments
National Director, Revenue Management	Carmel Partners
property manager	Carmel Partners
Property Manager	Center Court Apartments
Marketing Director	Champion Group
VP of IT Applications and Support	CMC Properties
VP/National Dir. of Marketing & Education	Colonial Properties Trust
Sr. Creative Director	ConAm Management
Marketing	ConAm Management
VP of Sales & Solutions	Concierge Asset Management
Area Property Manager	Concord Management Limited
Area Property Manager	CTL Management, Inc.
Area Property Manager	CTL Management, Inc.
Strategic Innovations Manager	CTL Management, Inc.
Trainer	CTL Management, Inc.
Assistant Director Of Operations	CWS Apartment Homes LLC
Director Of Operations	CWS Apartment Homes, LLC
Marketing Director	CWS Apartment Homes, LLC
Director of Marketing & Communications	CWS Apartment Homes, LLC
Asset Manager	DARO Realty, Inc.
Managing Director	Delaware Investments
Director of Management Operations	DFJ Gotham Ventures
Marketing Director	DMC Management Co.
Special Projects Manager	Dominium Management Services
CEO	Dominium Management Services
Senior Vice President	Doublehaul Investments, LLC
Marketing	Embrey Management Services
Assistant Regional Supervisor	Empirian Management
Director, IT Business Relations	Epoch Management, Inc.
AVP, Interactive Marketing	Equity Residential
	Equity Residential

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VP - Revenue Strategy	Equity Residential
Director of Marketing and Communications	Essex Property Trust
Vice President of Marketing	Fairfield Properties
Senior Regional Trainer	Fairfield Properties LP
Director of Marketing	Flournoy Properties
Sr. VP - Internal Operations	Fogelman Management Group
Property Operations Specialist	Fogelman Management Group
VP, CIO	Forest City Residential Group
Residential Marketing	Forest City Residential Management, Inc.
Marketing Manager Media, Internet & Technology	Forest City Residential Management, Inc.
Vice President of Administration and Training	FPI Management
VP Information Technology	Gables Residential
RVP	GID
CIO, VP	GID Investment Advisers LLC (a GID Company)
Vice President	Grand Peaks Property Management
Owner	GRE Property Management
Marketing Manager	Greystar
Marketing Director	Greystar
Marketing Director	Greystar
Marketing Analyst	Greystar Real Estate Partners
District Manager	Griffis/Blessing Inc.
Marketing Director	Hamilton Zanze
property manager	Harvard Square Apartments
Owner	Haverkamp Properties
Regional Manager	Haverkamp Properties
Marketing and Training	Heartland Realty Investors
Marketing IT Specialist	Hirschfeld Management, Inc.
Regional Marketing Director	Hirschfeld Management, Inc.
Marketing Manager	Holland Residential
Marketing Manager	Home Properties
President	Horizon Point Inc
Marketing Director	HRI Properties
Marketing Coordinator	HRI Properties
Director of Pricing and Revenue Management	IMT Residential
Principal	Intention Real Estate Partners
Creative Director	J.C. Hart Company
Account Representative	J.C. Hart Company
V.P., Director of Marketing	J.C. Hart Company, Inc.
President	JAMCO Properties, Inc.
Principal	jkG Properties
Marketing Coordinator	John Stewart Company
Assistant Controller	Kaiserman Company
Director of Marketing	Kay Apartment Communities
CMO/Sr. VP	KETTLER
Director of Internet Marketing	Kettler Management

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National Marketing Director	Lane Company
Dir. of asset management	LDG Development.com
Vice President	Legacy Partners
director of marketing	Legow
Vice President and CFO	Lightner Property Group
Vice President, Marketing & Training	Lincoln Property Company
partner	LTG, LLC Properties
Director of Sales & Marketing	Lyon Management Group
Development Associate	Martin Fein Interests, Ltd.
Director Marketing & PR	MC Companies
Leasing Central Supervisor	MEB Management
OWNER	MEB MANAGEMENT SERVICES
VICE-PRESIDENT	MEB MANAGEMENT SERVICES
VP, Director of Marketing	Mid-America Apt Communities
Database Marketing Analyst	Mid-America Apt Communities
National Director of Marketing	Milestone Management
Regional/New Business Manager	Mills Properties
Senior Marketing & Internet Advertising Associate	Mission Residential
Regional Project Director	Montecito Residential
Director of Sales, Marketing & Training	Morgan Properties
Manager of Online Leasing	Nessel Development
Director of Marketing	Newcastle Limited
President	Nexus Properties
Asset Manager	NMS Property Services
V.P. Asset Management	OPL Properties Ltd.
Vice President	Pegasus Residential
Media Coordinator and Web Content Editor	Post Properties
Vice President, Sales and Media	Princeton Properties
Executive Marketing	Real Estate Equities
Principal	Red Oak Property Management, Inc.
President	Red Oak Property Management, Inc.
VP - Marketing & Training	RedPeak
Portfolio Manager	RedPeak
Director of Revenue	Resource Residential
VP Marketing	Riverstone Residential
Marketing/Advertising	RPI Services, Inc.
Marketing Director-MultiFamily	S.L. Nusbaum. Realty Co.
President	Satteron Enterprises, LLC
Executive Editor	SearchEngineLand.com
Information Systems and Marketing Manager	Signature Management
Marketing Director	Silton Properties, Inc.
National Marketing Manager	Simpson Property Group
Regional Marketing Director	Simpson Property Group
National Marketing Manager	Simpson Property Group
Director of Strategic and Internet Marketing	Steven D. Bell and Company

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Marketing Director	Steven Scott Management
Marketing	Stonemark Management
Executive Assistant	Stonemark Management
Director of Marketing	The Bainbridge Companies
Vice President of Marketing	The Bozzuto Group
Vice President - Marketing	The Dolben Company, Inc.
Regional Property Manager	The Dolben Company, Inc.
Operations Manager	The Dolben Company, Inc.
Marketing Director	The Habitat Company
Graphic Designer	The Medve Group
Assistant to The President/CEO	The Medve Group
Transitions Manager	The Pacific Companies
Development Consultant	The pacific Companies
President, CEO	The Sanctuary Group, LLC
Principal	The West Group
Director of Marketing	The West Group
Vice President	Thies & Talle Management
Director of Marketing	Thies & Talle Management
President	Thomson Management
Senior VP of Operations	Timberland Partners
VP	TOLD Development Company
Account Director	Trammell Crow
VP Client Services	Trammell Crow
Chief Information Officer	Trammell Crow Residential
Vice President - Asset Management	Trammell Crow Residential
Director, Marketing, Leasing and CC	Transglobe Property Management Services
Sr. Vice President, Residential Real Estate	Transglobe Property Management Services
Director of Marketing	TVO North America
VP Marketing	UDR
Director of Pricing	UDR Inc.
Vice President - Property Operations	UDR, Inc.
Director of Marketing	Venterra Realty
Marketing Administrator	Venterra Realty
VP of Marketing & Communications	Village Green
Vice President of Internal Auditing, Operations and	VillageGreen
COO	Waterton Residential
VP, Training and Marketing	Waterton Residential
Vice President - Operations	WestCorp Management Group
Vice President, Information Technology	Western National Group
Webmaster/Internet Marketing Manager	Windsor Communities
Marketing Director	Woodmont Real Estate Services
owner/agent	Zimmerman
Director of Marketing	ZOM Residential Services

Program Sessions Under Development

We expect the conference content to include the following sessions. Although this agenda isn't final, it's pretty close. Changes may be made however depending on the availability of speakers.

Internet Marketing for Third-Party Managers - this session will provide case studies on justifying a marketing program to owner clients, creating a plan across different owner groups and doing as much as possible with limited resources. Presenters will also discuss if and how much marketing and revenue management can be differentiators to clients.

Disney's Approach to Revenue Management - a keynote session detailing the entertainment and lodging giant's approach to using multiple marketing channels to achieve a targeted yield.

Hands-On Workshop: Planning a realistic social media strategy with numbers, goals and outcomes. Social media or user-generated content sites have become so numerous and diverse that "social media" no longer means any particular site or strategy. Session participants will be led in the exercise of crafting their own strategic social plans that fit their companies and needs.

Are You Smarter than an Auto Dealer? - an eye-opening, numbers-based series of case studies that show how leaders in the local auto sales business unify their offers, advertising and inbound leads to stay in business.

Marketing Initiatives That Didn't Work - veterans speak out on their best intentions that failed to deliver. Presenters have been asked to provide simple examples of campaigns, projects and initiatives that didn't go as expected and why.

Copy-writing for Results - while rich media grab the headlines, experts know that well-written, engaging copy qualifies leads and encourages real prospects to identify themselves. Copywriting experts will provide synopses of ways to create engagement with your audience. And an analyst will share how to track what is working for you.

Digital Marketing for Senior Managers - One big operator's tests validate their expectation to generate 150 basis points of incremental NOI from their use of revenue management, a call center and lots of ILS's. You'll want to know how if 2010 is "The Year of the Operator" because it looks like 2011 and 2012 will be as well. This session will provide senior executives with a strategic understanding of internet marketing and online leasing and the things they should be managing from a strategic level. Internet marketing is accountable and trackable - and thus can be used as an engine of growth. If you're not sure how to help your organization win the zero-sum game of online marketing, this session is for you.

How to Stop Worrying and Start Loving Online Reviews - Renter reviews of their communities are on Google, Yelp, Facebook, AptRatings.com, and may be coming soon to internet listing sites. Stop worrying and learn techniques of reputation management that will help your business. Learn how to handle criticism and find the revenue opportunities in the world of instant feedback.

Online Resident Retention Technology - portals, surveys, newsletters, maintenance requests, social media management are still the Wild West as dozens of companies vie to assist with making the online resident experience easier and more profitable. How does a normal marketing or operations executive manage all of the possibilities?

Craigslist Lessons - In 2008 and 2009 big operators with sophisticated marketing have gotten their advertisements blacklisted on Craigslist. It's free in most markets but costs time, energy and specialized knowledge. Presenters will discuss the Craigslist Terms of Service, their non-commercial vision and how to make this quirky-yet-ubiquitous site work to help connect sellers and buyers.

Backwards Day - Various top-level marketing vendors will present and discuss common mistakes their customers make, and what those mistakes cost in terms of time, money and lost opportunity.

Transactional Technologies in the Wild of Web 2.0 - resident screening, online payments and lease transactions are heavily regulated and highly complex technologies that form the backbone of the customer's leasing experience. Presenters will brainstorm about these technologies specifically and in general how to bring processes and technologies from other areas into the marketing mix.

Social Media and Fair Housing - Okay kids, the fun is over. Craigslist won an expensive, high-profile case about user-generated content, but the issues are still on the table. What are the implications of using affinity marketing to attract renters? How does the public availability of renter photos impact the perception of the community? If residents post reviews on Yelp that it's a great community for singles right out of college, what are the implications? We'll try to hear from Fair Housing advocates about these issues in a round-table discussion in which the audience can submit questions live via Twitter.

Research Roundup - between NMHC, the ILSs, AIM and others there have been several short research pieces written in the last year, along with research from the Pew Foundation. Presenters will summarize some of the important work of 2009-2010 and try to put it all into context for the audience.

Online Branding - how internet expectations impact efforts to create brands and what instant feedback and presence and comments have mean for apartment companies that have built brands over time. Presenters will discuss the divergence of brand metrics from direct marketing metrics, the obligation to be "always on-message" in every channel and how to develop the discipline to create a consistent message. With any luck, presenters will also discuss what it's been like from being a broadcaster to a participant in a conversation, and how that impacts their internal perceptions of their brand.

Forget About Craigslist - What's Google Up To? - Local Business Listings, reviews, maps, free phone numbers, free voicemail, email, sites, photo and video hosting - is this an opportunity advertisers? A threat to the ILS and lead management businesses? 70% of the online apartment searches start with Google - can they set themselves up as a lead broker? What do all of these products mean? What if Google just gives away apartment listings and lead management tools for free?

Lessons from Student Housing - Student housing involves multifamily housing, fickle consumers and the most discerning internet minds available - college students. We'll hear from expert practitioners providing insights into how to reach and interact with students online. College student housing provides a window into the future of family housing as perceptions, attitudes and expectations are first formed in young consumers. Hear how student housing operators look at web marketing (and other channels) and the tactics they use to attract and interact this demographic.

The Future of the Internet Listing Services - Since 1995, ILS sites have attracted and re-directed the bulk of the online renters searching for homes. Where do they go from here in order to be visible to renters, contain the costs of getting traffic and create an ever-better user



experience? Panelists will be asked to constructively discuss some of the "elephants in the room", and provide owners and ILS sites with useful feedback on their future. (And if nothing constructive results, we'll drop the steel cage and let them decide things the hard way.)

Deep Data Insights - Expert data analysts have been asked to deep-dive into their systems and pull out data about renters, renter behavior and owner opportunities that are more than the usual soundbites that get passed around at conferences. Each speaker has been asked to mine their own data and present unusual things they have only shared internally or with their best customers. Extra points will be awarded to those who tie their data into other databases to help the audience understand the Big Picture.

The Venue – Hyatt Regency in Surf City



The conference hotel is located in one of the most beautiful spots in the United States – overlooking the Pacific Ocean in Huntington Beach, California. The Hyatt is a true resort with lots to do, and plenty of entertainment for children – including Camp Hyatt. We anticipate lots of attendees staying for the weekend with their families and hope that our sponsors will as well.

RECREATIONAL FACILITIES	POINTS OF INTEREST
<ul style="list-style-type: none"> • Lagoon-style swimming pool • Spa Grottos, a series of three exotic spa pools • Two beautifully landscaped tennis courts • 20,000 square foot Pacific Waters Spa. Reminiscent of an elegant private Spanish estate, the Pacific Waters Spa creates a paradise of well-being throughout 17 treatment rooms and outdoor private treatment areas. • Retail plaza on site • Direct beach access via a pedestrian bridge • Camp Hyatt 	<ul style="list-style-type: none"> • Scenic Pacific Coast Highway • Huntington Beach Pier • Bolsa Chica Ecological Preserve • Surfing Walk of Fame • International Surfing Museum • Catalina Island • Newport Harbor • Disneyland and Disney's California Adventure • Knott's Berry Farm • Queen Mary • Aquarium of the Pacific • South Coast Plaza • Fashion Island shopping center



About AIM

AIM was the brainchild of the team at Realty DataTrust, and was originally the Vaultware User Conference. Realty DataTrust remains the founding sponsor of the conference.

AIM was sold in 2007 to Joshua Tree Internet Media, LLC, a company owned by Steve Lefkovits.

Steve was the founder of the NMHC Technology conference series in 1998, and is the industry's top technology strategist. More information about Steve may be found at joshuatreeconsulting.com.

General Sponsorship Benefits

- Unrestricted participation for three representatives to three-day, two-night owners-only event
- High owner-to-vendor ratio – we expect 5:1.
- Advance access to attendee contact list with mailing address and phone (but no emails except for Presenting Sponsor (if any)).
- Hassle-free sponsorship levels all at the same \$15,000 level except for Presenting Sponsor (if any).*
- Convenient, central location with plenty of ancillary business to be done in Orange County and Los Angeles.
- Priority invitation to sponsor future conferences. With limited opportunities to sponsor and a growing number of interested attendees, priority locks in your future participation.
- Expected number of owner/manager executives: 400
- Size of company represented 2,000 – 200,000 units
- Types of attendees:
 - Marketing, Operations or IT decision-makers
 - Chief Operating Officers and Presidents
 - Expert speakers from outside of the multifamily industry

Sponsorship Opportunities

As of December 2009

- **Reserved Business Lounge Area** (14 available) \$15,000
 - A reserved business area with sofa, chairs and table for doing business with attendees – product demos, contract signing, negotiating
 - Not a trade show booth. It's your on-site office with waist-high walls.
 - Open for entire conference (though we suggest omitting appointments during the keynote speaker)
 - Light refreshments, electricity and wireless internet available
 - Basic signage provided
 - All General Sponsorship benefits



Reserved Business Lounge - AIM 2009 – Signage by Benson Media.

- **Receptions** -- \$15,000 (4 sponsorships available)
 - Signage and introduction at dinner
 - Opportunity for dinner-related branded gift at extra charge
 - All General Sponsorship benefits

- Does not include business lounge area
- **Hospitality - Lunches** -- \$15,000 (2 sponsorships available)
 - Signage at lunch event
 - All General Sponsorship benefits
 - Does not include business lounge area
- **Hospitality - Breakfasts** -- \$15,000 (1 sponsorship available)
 - Signage at both breakfast events
 - All General Sponsorship benefits
 - Does not include business lounge area
- **Hospitality – Refreshment Breaks** -- \$15,000 (1 sponsorship available)
 - Signage at all refreshment breaks
 - All General Sponsorship benefits
 - Does not include business lounge area
- **Speaker Sponsors** -- \$15,000 (2 sponsorships available)
 - Signage and mention during speaker introduction or option to introduce speaker if desired
 - All General Sponsorship benefits
 - Does not include business lounge area
- ~~**New! Photo Booth and Photo Distribution**~~ -- \$15,000 (1 sponsorship available) **RESERVED**
 - Enough of the downer of the recession. We're adding a fun photo booth to allow attendees the unlimited opportunity to take pictures of themselves and with whomever they can squeeze into a photo booth. Prints will feature sponsors name, and booth will be branded with sponsor's logo. Will be positioned prominently for maximum traffic. Photos will be distributed online after conference as well.
 - All General Sponsorship benefits
 - Does not include business lounge area
- ~~**New! Electronic Gift**~~ -- \$15,000 (1 sponsorship available) **RESERVED**
 - Last year's USB drives are coveted and still widely in use. If you like having your name in your customers' hands all year long, we'll give each attendee a 4GB USB drive to take home with your logo on it. (Can substitute item if something cooler comes along in that price range.)

- All General Sponsorship benefits
- **Does not include business lounge area**

- ~~Room Key and Lanyard Sponsorship~~ -- \$15,000 (1 sponsorship available) **RESERVED**
 - Logo on guest room keys and name badge lanyard
 - All General Sponsorship benefits
 - **Does not include business lounge area**

- ~~Attendee Gift Notebooks~~ -- \$15,000 (1 sponsorships available) **RESERVED**
 - Sponsor logo on folio along with AIM logo
 - All General Sponsorship benefits

- **Video Sponsors** - -\$15,000 (1 sponsorship available)
 - As with past years, conference will be videotaped and videos distributed online to our contact list
 - Video sponsors will have logo credits in all videos created
 - All General Sponsorship benefits
 - **Does not include business lounge area**

- **Onsite AV Sponsor** -- \$15,000 (1 available)
 - Signage in conference main hall
 - All General Sponsorship benefits
 - All General Sponsorship benefits
 - **Does not include business lounge area**

- **Onsite Internet Access Sponsor** -- \$15,000 (1 available)
 - Provides support for conference-wide wireless internet convenience for all attendees
 - All General Sponsorship benefits
 - **Does not include business lounge area**

JTI Media will also carefully consider other sponsorship opportunities that are presented by sponsors that are integral to the industry and the topics at hand.

*** Vaultware/Realty Data Trust will be billed and recognized as “Founding Sponsor” for their groundbreaking work in recognizing the importance of internet marketing in multifamily.**

**** JTI Media, LLC reserves the right to offer the opportunity to be Presenting Sponsor to select companies that have expressed**

an interest. Presenting Sponsors will have the option of having their company or product name inserted in the title of the conference.

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