



A GATEWAY TO  
TRANSPORTATION ADVENTURES  
JUNE 9-13, 2021

## American Society of Highway Engineers

2021 National Conference

June 9-13, 2021

### **Call for Sponsorship**

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Publicity Chair  
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Transportation Chair  
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[bfrati@wilkes-barre.pa.us](mailto:bfrati@wilkes-barre.pa.us)

Guest Program Chair  
Jay McGee  
[jrmcgee@HNTB.com](mailto:jrmcgee@HNTB.com)

#### Transportation Industry Colleagues:

The three Eastern Pennsylvania Sections of the American Society of Highway Engineers (ASHE) are honored to host the 63<sup>rd</sup> Annual National Conference at the Kalahari Resort in the Pocono Mountains of Pennsylvania from June 9-13, 2021. As we present *ASHE: A Gateway to Transportation Adventures*, we anticipate that this event will attract public-and private-sector design professionals, vendors, contractors, and guests from across the country.

This National Conference plays a critical role in supporting ASHE's mission by providing a forum to promote a safe, efficient, and sustainable transportation system. The mission is achieved through education and fellowship opportunities while fostering innovation for the future of transportation. The agenda is filled with informative technical sessions, exciting social events, technical tours, networking opportunities and a chance to explore many of the things that make the Pocono Mountains the picturesque centerpiece of this region.

We recognize that there are many unknowns and challenges that lie ahead of us as a result of the COVID-19 pandemic but are optimistic that we will be able to deliver the conference experience that we have been accustomed to in the past. In order to make this event a success, we need the support of the Transportation Community. Understanding that budget constraints may be in place due to the current challenges, a variety of sponsorship opportunities and sponsorship levels were developed to meet a broad range of budgets so that your organization can be recognized as an industry partner, furthering the goals of ASHE.

On behalf of the Conference and Planning Committee, we ask that your company consider becoming a sponsorship partner of the Conference. Please contact our Sponsorship Committee Chair for additional information on our sponsorship opportunities. A conference representative will follow up with you to discuss your participation and answer any questions you may have.

Mark Kinnee, PE, Sponsorship Committee Chair  
Email: [makinnee@urbanengineers.com](mailto:makinnee@urbanengineers.com) or phone: (215) 284-3124

Thank you in advance for your consideration and we look forward to seeing you at the Kalahari Resort in the Pocono Mountains in 2021!

Sincerely,

John Caperilla, PE  
Conference Co-Chair

Richard Cochrane, PE  
Conference Co-Chair

Todd Rousenberger, PE  
Conference Co-Chair



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# ASHE 2021 National Conference

## Pocono Mountains, PA

### June 9-13, 2021

## Conference Sponsorships

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### Diamond - \$7,500

- 4 Complimentary Standard Conference Registrations
- 4 Complimentary Registrations for Golf Outing
- Full Page Ad in Program Book
- Exhibit Booth
- Opportunity to provide "swag" for registration package
- Large Logo on Event Space Billboard
- Recognition at all functions

### Platinum - \$5,000

- 4 Complimentary Standard Conference Registrations
- Full Page Ad in Program Book
- Opportunity to provide "swag" for registration package
- Logo on Event Space Billboard
- Recognition at all functions

### Gold - \$3,000

- 2 Complimentary Standard Conference Registrations
- Half Page Ad in Program Book
- Opportunity to provide "swag" for registration package
- Logo on Event Space Billboard
- Recognition at all functions

### Silver - \$2,000

- 1 Complimentary Standard Conference Registration
- Half Page Ad in Program Book
- Recognition at various functions

### Bronze - \$1,000

- Quarter Page Ad in Program Book
- Recognition at various functions

## Event Sponsorships

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### Thursday Night Ice Breaker Sponsor - \$1,500

- Logo displayed during Event and in Program Book

### Friday Night Dinner Sponsors - \$3,000

- 4 tickets for Friday Night Dinner
- Logo displayed during Dinner and in Program Book

### Saturday Night Banquet Event Sponsors - \$4,000

- 8 Tickets to Saturday Night Banquet w/ private table
- Logo displayed during Event and in Program Book

### Technical Tour Sponsors - \$1,500

- Logo displayed during Events and in Program Book

### Breakfast Sponsors - \$1,500

- Logo displayed during Events and in Program Book

### Break Sponsors - \$500

- Logo displayed during Breaks and in Program Book

### Registration Sponsor - \$500

- Logo placement at Registration Table
- Logo displayed in Program Book

### Transportation Sponsor - \$500

- Logo placement on Conference Transportation
- Logo displayed in Program Book



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## Specialty Sponsorships

### Mobile App Sponsor - \$3,500 (LIMITED TO 1)\*

- Logo placement on home screen for the mobile app
- Logo displayed in Program Book

### Lanyard Sponsor - \$3,000 (LIMITED TO 1)\*

- Logo displayed on lanyard/badge holders
- Logo displayed in Program Book

### Hotel Room Key Sponsor - \$3,000 (LIMITED TO 1)\*

- Logo placement on room keys
- Logo displayed in Program Book

### Hospitality Suite Sponsor - \$1,500

- Logo placement in Hospitality Suite
- Opportunity to provide "swag" in Hospitality Suite
- Logo displayed in Program Book

## Golf Outing Sponsorship

### Tournament Sponsor - \$5,000 (LIMITED TO 1)\*

- 4 Complimentary Registrations for Golf Outing
- Golf Ditty Pouch w/ Company Logo
- Exclusive banner at Registration and Scorer's Table
- Special Recognition in Program Book

### Ball Sponsor - \$2,500 (LIMITED TO 1)\*

- Each Golfer will receive a sleeve of premium golf balls (3) with Sponsor's Company Logo

### Drink/Snack Cart Sponsor - \$1,000 (LIMITED TO 1)\*

- Each Golfer will receive a can Koozie with Sponsor's Company Logo
- Company Logo displayed on Beverage/Snack Cart

### Lunch Sponsor - \$1,500 (LIMITED TO 1)\*

- Company Logo displayed at Lunch

### Breakfast Sponsor - \$500 (2 available)

- Company Logo displayed at Breakfast

### Hole Sponsor - \$250

- Logo/sign placement at one tee box

*\*Exclusive Sponsorship Opportunities are on a first come, first serve basis. Payment must be made within 30 days of sign up for exclusive sponsorships, otherwise the Sponsorship Committee reserves the right to advertise the Sponsorship Opportunity.*



## ASHE 2021 National Conference

Pocono Mountains, PA  
June 9-13, 2021

### PAYMENT METHOD

Make checks payable to 2021 ASHE National Conference.  
Checks must be received by April 30, 2021 in order to be recognized in the program book.

TOTAL DUE \$: *Please mark one box*      *Check enclosed*      *Online Payment\**

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINT NAME:

TITLE:

ADDRESS:

SIGNATURE DATE:

EMAIL:

Please send this form along with payment to:

Urban Engineers, Inc.

ATTN: Mark Kinnee

530 Walnut Street

Philadelphia, PA 19106

For additional payment information, contact:

Mark Kinnee, PE

(215) 284-3124

[markinnee@urbanengineers.com](mailto:markinnee@urbanengineers.com)

\*Use the following link to PayPal for online payment: <http://www.2021conference.ashe.pro/payment-page.htm>

July 27, 2020