To Whom It May Concern,

The Washington State Lake Protection Association will be hosting the 2011 International Symposium of the North American Lake Management Society (NALMS), October 26th-28th, 2011 at the Spokane Convention Center in downtown Spokane, WA. This is the first time in nearly 20 years that NALMS has come to the Northwestern U.S. and the first time ever for Spokane. Attendees of this symposium include many of the preeminent lake and reservoir researchers and managers from across the globe representing the private sector, the public sector, and academia, as well as NALMS member lake associations from across North America. The Washington State Lake Protection Association (WALPA) is the NALMS affiliate in Washington State.

The mission of NALMS is to forge partnerships among citizens, scientists, and professionals to foster the management and protection of lakes and reservoirs for today and tomorrow. The annual NALMS International Symposium plays a critical role in facilitating the exchange of scientific, technical and administrative aspects of managing lakes and reservoirs. The 2011 symposium will focus on diverse and sustainable lake management.

As you are aware, water resources are integral to the economic and social life of all Washingtonians and I can't think of a more exciting time for Washington to have the opportunity to host the NALMS International Symposium. Issues involving water quality, reservoir and watershed management, groundwater usage and groundwater quality, fisheries, and water quantity are topics of daily interest impacting many communities throughout the state. The Spokane community has led the way in lake protection and management by being one of the first to remove phosphorus from laundry detergent in the 1970s and the first to remove phosphorus from automatic dishwasher detergent in 2008. Currently, Spokane regional wastewater treatment facilities are in the forefront of new phosphorus removal research and technologies as part of efforts to protect and improve Spokane River and Lake Spokane water quality and habitat.

WALPA has set a goal of raising $75,000 to provide travel assistance to invited speakers, to help defray the costs for students and volunteers to attend the symposium, to support concurrent sessions of topical interest as well as to enhance the conference experience for all attendees. Your sponsorship ensures that NALMS and WALPA can continue to provide opportunities for meaningful professional interaction and education of the public on protecting our valuable water resources. I would like to invite you to partner with WALPA in showcasing the great state of Washington to those attending the NALMS symposium this year in Spokane.

Information concerning the numerous sponsorship opportunities and benefits associated with these opportunities are included with this letter. Please take a moment to review the enclosed information and consider which opportunity is most appropriate for you and/or your organization. If you are also interested in being an exhibitor at the NALMS 2011 Symposium please visit the NALMS website, www.NALMS.org, for registration information (coming Spring 2011) or contact Philip Forsberg at forsberg@nalms.org.

Thank you,

Shannon Brattebo
NALMS Host Committee
# COMMITMENT FORM

**Contact Name:** _______________________________  **Company:** _____________________________________________

**Mailing Address:** ________________________________________________________________________________________

**Phone:** ___________________________________________  **Fax:** __________________________________________________

**Email:** _________________________________________________________________________________________________

**Amount of Sponsorship:** $ _________________________

Invoice will follow receipt of commitment form. Payment and promotional materials are due to NALMS no later than August 1, 2011. Payment may be submitted at any time prior to August 1, and is required to secure sponsorship category preference and commence promotional benefits.

Profiles, logos, and web links, as appropriate, should accompany the Sponsor Commitment Form, and can be submitted as electronic attachments to sponsorship@nalms.org.

Promotion on the website will commence upon delivery of payment and materials to NALMS at any time prior to August 1, 2011. Promotional materials submitted after August 1 may not be included in the program and may not be included on the website prior to the symposium.

Logos should be submitted in .jpeg format, minimum 300 dpi resolution. Company profiles may be submitted in any length, but may be edited at NALMS’ discretion to conform to program, LakeLine ad and website space limitations as those benefits relate to the level of sponsorship.

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<th>Please check the option(s) you wish to sponsor</th>
<th><strong>Contribution</strong></th>
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<tr>
<td>$15,000 or more</td>
<td>Conference Co-sponsor</td>
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<tr>
<td>$10,000 or more</td>
<td>Undesignated</td>
</tr>
<tr>
<td>Leading Sponsor starting at $10,000</td>
<td>Awards Banquet (exclusive)</td>
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<tr>
<td>Supporting Sponsor starting at $5,000</td>
<td>Undesignated</td>
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<tr>
<td>Supporting Sponsor starting at $5,000</td>
<td>Awards Reception (exclusive)</td>
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<td>Sustaining Sponsor starting at $2,500</td>
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<tr>
<td>Sustaining Sponsor starting at $2,500</td>
<td>Hospitality Suite (1 night; exclusive)</td>
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<td>Sustaining Sponsor starting at $2,500</td>
<td>Awards Reception (co-sponsor)</td>
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<td>Sustaining Sponsor starting at $2,500</td>
<td>Welcome Reception/Activity (co-sponsor)</td>
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<td>Contributions starting at $1,000</td>
<td>General Sponsorship $999 or less</td>
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<td>Contributions starting at $1,000</td>
<td>In-Kind</td>
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<td>Contributions starting at $1,000</td>
<td>Plenary Speaker/Presenter</td>
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<td>Contributions starting at $1,000</td>
<td>Travel Scholarships</td>
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<td>Contributions starting at $1,000</td>
<td>Student Scholarship Silent Auction</td>
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* Asterisk (*) items and any other exclusive sponsorships are first come first serve. Please contact the NALMS office prior to commitment.

For more information on the sponsorship categories refer to the Levels of Sponsorship & Associated Benefits.
LEVELS OF SPONSORSHIP & ASSOCIATED BENEFITS

Conference Co-Sponsor at $15,000 or more
- Double exhibit booth – includes 4 complimentary conference registrations.
- Special recognition in all conference publicity as a Co-Sponsor.
- Organization/Company name and logo (hyperlinked to company home page) highlighted prominently on the conference home page, and web site.
- Organization/Company name, logo, contact information, and brief description of products/services published in the conference program (Full Page Content) or welcome letter for your organization.

Leading Sponsor starting at $10,000
undesignated or: Awards Banquet (exclusive), student or international travel scholarship.
- Single exhibit booth (includes 2 complimentary registrations w/booth) for undesignated sponsorship, discounted booth (50%) if designated.
- Organization/Company name and logo (hyperlinked to company home page) listed on conference website.
- Organization/Company name, logo, contact information, and brief description of products/services published in conference program (Half Page Content).
- Identification signage at sponsored event, if applicable.

Supporting Sponsor starting at $5,000
undesignated or: Awards Reception (exclusive), Welcome Reception/Activity (exclusive), Awards Banquet (co-sponsor), water bottle*, travel mug*, tote bag*, student or international travel scholarship.
- Half price on exhibit booth (includes 2 complimentary registrations w/booth) for undesignated sponsorship, discounted booth (25%) if designated.
- Organization/Company name and logo (hyperlinked to company home page) listed on conference website.
- Organization/Company name and logo published in conference program (Quarter Page Content).
- Identification signage at sponsored event, or Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

Sustaining Sponsor starting at $2,500
undesignated or: Hospitality Suite (1 night; exclusive), Awards Reception (co-sponsor), Welcome Reception/Activity (co-sponsor), Clean Lakes Classic Run, lanyard*, student or international travel scholarship.
- Two complimentary conference registrations if undesignated sponsorship. One complimentary registration if designated.
- Organization/Company name and logo (hyperlinked to company home page) listed on conference website.
- Organization/Company name and logo published in conference program.
- Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

Contributing Sponsor starting at $1,000
undesignated or: Refreshment Break (exclusive), Concurrent Session Sponsor (your pick, exclusive), Hospitality Suite (1 night; co-sponsor), pens*, pads*, student or international travel scholarship.
- One complimentary registration if undesignated sponsorship.
- Organization/Company name and logo (hyperlinked to company home page) listed on conference website.
- Organization/Company name and logo published in conference program.
- Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

NOTE: Complimentary conference registrations can be transferred to attendees or reserved for volunteer and/or scholarship recipients. Please let us know if you would like to donate or transfer any complimentary registrations and how they are to be designated. Full Conference Program is published as a hard copy as well as distributed on our web site as a pdf document.

General Sponsorship $999 or less
- Organization/Company name (hyperlinked to company home page) listed on conference website.
- Organization/Company name published in conference program.

In-Kind
If you are willing to provide specific In-kind services please contact the NALMS office.

Plenary Speaker/Presenter - Travel Scholarships
If you have an interest in sponsoring a plenary speaker or a symposium presenter please contact the Program Committee chair as soon as possible.

Student Scholarship Silent Auction
In addition to your sponsorship and/or exhibiting please consider donating an item for our silent auction that takes place during the exhibition hours. All proceeds go to next year’s student travel scholarships. It is great advertising for your products. If you do not have an appropriate product or discount certificate available for the auction please consider bringing along an item or gift basket that would be of interest to our attendees. Items in hand are preferred but a large picture can substitute for any large items or configurable items that you are willing to ship to the winner.

*Asterisk Items: Asterisk items and any other exclusive sponsorships are first come first serve. Please contact the NALMS office prior to commitment.

NOTE: Sponsorship level quoted is for the basic item and imprinting in single color- we are willing to work with you for special items, features or special imprinting with additional support.