



**SPONSORSHIP COMMITMENT**  
**2012 New Mexico Ethics in Business Awards**  
**Wednesday, April 18, 2012**  
**Hotel Albuquerque at Old Town**

\_\_\_ Yes, I would like to be a sponsor for this event as indicated below:

**Major Level Sponsorship** (Includes a table at event)

\_\_\_ \$10,000      \_\_\_ \$5,000      \_\_\_ \$2,500  
 Gold Level      Silver Level      Bronze Level

**Participation Opportunities**

\_\_\_ \$1,300      \_\_\_ \$130      \$ \_\_\_  
 Table      Ticket      General Donation

**Acknowledgement**

Individual/Company Name \_\_\_\_\_  
 (as you want it to appear in event recognition)

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Signature/Guarantor \_\_\_\_\_ Date: \_\_\_\_\_

**Method of Payment**

\_\_\_ Check enclosed      \_\_\_ Please invoice  
 \_\_\_ MasterCard      \_\_\_ Visa

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

\_\_\_ **I (or my company) would like to donate my table** so that students of the UNM Anderson School of Management and/or staff of the Samaritan Counseling Center may attend the event.

*Please fill out the following information for the person who will organize attendees for the event and will be able to answer questions.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

**Thank you. Your support is appreciated!**



## ***BENEFITS OF SPONSORSHIP***

### ***\$10,000 Gold Sponsor***

- Recognition on all collateral and promotional materials, including press releases and advertising
- A table for 10 persons at the awards dinner with preferred seating
- New Mexico Ethics in Business Awards website [www.ethicsinbusinessnm.com](http://www.ethicsinbusinessnm.com) recognition of company with a link to your company website
- Event program recognition
- Company name and logo flashed on large screen projector throughout event
- Recognition by the Master of Ceremonies at the event
- Recognition in the Samaritan Counseling Center's quarterly newsletter
- Exclusive industry representation

### ***\$5,000 Silver Sponsor***

- A table for 10 persons at the awards dinner with preferred seating
- List of Silver Sponsors flashed on large screen projector throughout event
- New Mexico Ethics in Business Awards website [www.ethicsinbusinessnm.com](http://www.ethicsinbusinessnm.com) listing
- Event program recognition
- Recognition in the Samaritan Counseling Center's newsletter

### ***\$2,500 Bronze Sponsor***

- A table for 10 persons at the awards dinner with preferred seating
- List of Bronze Sponsors flashed on large screen projector throughout event
- New Mexico Ethics in Business Awards website [www.ethicsinbusinessnm.com](http://www.ethicsinbusinessnm.com) listing
- Event program recognition
- Recognition in the Samaritan Counseling Center's quarterly newsletter

In addition to becoming a Major Sponsor, there are other opportunities to become a participant in the event:

\$1,250 Table Purchase, seats 10 at the awards dinner, includes program recognition;

\$ 125 Ticket Purchase; or a general donation to the event, with acknowledgement of your gift in our Annual Report.



### **The Purpose**

*The purpose of the New Mexico Ethics in Business Awards is to promote the importance of business ethics within communities throughout New Mexico and to honor those individuals and companies that set high standards in practicing good ethics.*

### **The Awards**

*Up to three for-profit businesses, one not-for-profit organization, and up to two individuals who demonstrate business excellence and the highest standards of ethical conduct, integrity and civic and social responsibility will receive 2012 New Mexico Ethics in Business Awards.*

### **The History**

*The New Mexico Ethics in Business Awards began in 2000 at the initiative of Samaritan Counseling Center. The founders felt that individuals and companies who have successfully integrated ethical business conduct and social responsibility into their daily decision-making should be publicly honored.*

### **The Process**

*A public announcement for nominations begins the summer before each event. Friends and co-workers who have witnessed good ethical behavior nominate individuals, for-profit companies, and not-for-profit organizations who they believe deserve to receive this year's awards. Students from the UNM Anderson Schools of Management then analyze and conduct research on 30 nominees for a class entitled, "The Ethical, Political and Social Environment of Business." A Selection Committee of business leaders reviews the results of the students' research and chooses the award recipients.*

### **The Dinner**

*The 13<sup>th</sup> Annual New Mexico Ethics in Business Awards will be presented, with over 800 New Mexicans in attendance, on Wednesday, April 18, 2012 during the Awards dinner at the Hotel Albuquerque at Old Town in Albuquerque.*

### **The Beneficiaries**

*Proceeds from the event benefit the Good Samaritan Fund at the Samaritan Counseling Center to provide counseling services for individuals with limited financial resources and the UNM Anderson Schools of Management to further the study and teachings of ethical business practices.*