



November 30, 2007

On behalf of the Florida Caucus of the Association of Fund Raising Professional's, we are pleased to offer an "out of this world" opportunity to you and your organization to participate as a sponsor or exhibitor of the 2008 Planet Philanthropy Conference. Planet Philanthropy is a three-day conference, providing the most current and valuable practical information for fundraisers of all levels, from all over the state of Florida. This year's program begins Sunday, June 8, 2008 and wraps up Tuesday, June 10, 2008.

From Key West to the Treasure Coast of Pensacola, Planet Philanthropy 2008 presents an enormous opportunity for your organization to reach an industry which:

- Employs over 430,000 people in the state of Florida
- Holds assets exceeding \$63 billion
- Generates more than \$22 billion in total personal income
- Generates more than \$61 billion in total economic activity

The conference is being held at the newly renovated Hyatt in Sarasota. We are offering premium exhibitor space for maximum exposure with each sponsorship opportunity. Benefits to sponsors and exhibitors include name recognition, exhibitor space, complimentary conference registrations and the opportunity to get your business in front of more than 200 professionals who will need your services. **New this year**, we are offering your organization the opportunity to present one of our special education sessions. Call us for more details.

The materials enclosed include descriptions of sponsorship and exhibitor opportunities along with a contract. Please call us if you have any additional questions. Thank you for your consideration and we will follow-up this letter with a telephone call. Please also browse our newly posted website at www.planetphilanthropy.org. We look forward to your participation.

Sincerely,

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Co-chairs, Conference Sponsorships