



Business Success Center
Where Small Businesses Thrive!



Business Success Foundation
A 501-C3 Non-profit Corporation

Heavy Hitter Sponsor Promotion Plan



14th Annual Heavy Hitter Day Dec. 9, 2004 • Austin Hilton North • 9:00am-6:30pm

Thursday, December 9, 2004, marks the Business Success Center (BSC) and the Business Success Foundation's (BSF) Fourteenth Annual "Heavy Hitter Day". This day honors the founders and leaders of the fastest-growing, privately-held companies located in the Central Texas area, as identified by *Inc* magazine's most recent Inc. 500 list and other highly profitable companies identified by the BSC and BSF. These new high profile leaders, as well as past Inc. 500 honorees and executives of successful private and NASDAQ firms, will present their secrets of success. Their discussions will focus on money, marketing, and management. and include a panel on "Harvesting Your Investment". The event culminates in a special networking reception. The event will be held at the Austin Hilton North Hotel, 6000 Middle Fiskville Road.

Below is a chart of the publicity and advertising planned for the event. Active sponsors will be included in all of the benefits below. And they will be listed in the program plus receive tickets. Please note that these numbers may increase or decrease in the near future and are dependent on sponsorship revenue generated.

PLACE OF PUBLICITY	TYPE OF EXPOSURE	CIRCULATION/FREQUENCY	NUMBER OF IMPRESSIONS
<i>Austin Business Jrnl</i>	1/4 pg ads x3	14,000 weekly	42,000
<i>Austin American Statesman Business Review</i>	1/4 pg ad x2	80,000	160,000
Trade and business network groups	Flyer	600	600
Sponsor Mailings	Flyer	1,500	1,500
BSC Web	Banner, flyer	20,000 hits per month	60,000
BSC Email	8 ads starting Sept.	1,000 weekly	8,000
Emails	50,000 direct emails	50,000	50,000
Flyers distributed	Local businesses	5,000	5,000
Heavy Hitter Day	Program	250	250
Total: 327,350 impressions/contacts. Estimated value for 327, 350 impressions equals over \$100,000.			

All sponsorship proceeds go directly toward improving and publicizing the event.

Sponsors will receive additional exposure through a series of promotional releases and stories to be provided to all local media and national media as well as to local area business and trade organizations.

To become a sponsor, please choose the sponsorship level that is right for you on the Sponsorship Opportunities form provided and return it no later than October 31, 2004. For more information, please contact Jan Triplett at the Business Success Center: (512) 933-1983/Fax (512) 933-1984 • triplett@bscusa.com • 7600 Burnet Rd. #130, Austin, TX 78757