

**2010 ANNUAL  
COMMERCIAL  
SSCL SEMINAR**

**MARCH 3-4, 2010  
DENVER, CO**

  
**STRATEGIES  
FOR SUCCESS**  
IN CONSTRUCTION LENDING SEMINAR  
**DENVER**



# SPONSORSHIP OPPORTUNITIES

**2010 SSCL COMMERCIAL IN DENVER**

*New format, new time of year, new growth for the new decade.*



**Connect with national commercial construction executives and SBA managers  
at the 2010 SSCL Commercial Seminar. 4 SPONSORSHIP LEVELS AVAILABLE!**



866.710.4087 • [www.SSCLseminar.com](http://www.SSCLseminar.com) • [sscl@graniteloan.com](mailto:sscl@graniteloan.com)



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*“As with the past SSCL events I have attended, the 10th anniversary meeting held true; the SSCL is the single source for construction lending information!” -- Mike Chapelle, Wells Fargo*



## **SPONSORSHIP/EXHIBITOR INFORMATION**

### ***What are Sponsorship/Exhibiting Objectives?***

- Elevate your company's visibility
- Exchange information and connect with industry experts
- Evaluate business challenges and discuss strategic solutions
- Learn about the risks and complexities of construction lending
- Network with other construction lenders from across the country



### ***Why Sponsor/Exhibit at SSCL 2010?***

SSCL is the only event of its kind and is the most prominent event in the industry. A highly visible opportunity, sponsorship at SSCL is a cost-effective way to place your company's name in front of more than 50 key decision makers from across the country.

The premier event for commercial construction lenders, the 10th Annual SSCL *hosted more than 50 construction lending institutions in 2008* - all looking for the latest information on industry trends, critical issues, business challenges, regulatory advancements and new products and services. The numerous levels of sponsorship represent excellent opportunities to tailor a visibility program that meets your specific marketing needs while positioning your company as a leader in the industry. This year, the SSCL will be panning for "gold" in the commercial construction market - Old West style!

### ***Sponsorship & Exhibit Regulations:***

Sponsorship opportunities are available to all registered attendees and each registration includes a seminar guide, breakfast and lunch, and a Welcome & Registration Reception on Tuesday evening. Registered attendees also have access to all educational sessions, the General Session, Exhibit Gallery and the Granite Media Room.

Exhibit booths are only available to sponsors who fall into either the Platinum, Gold, or Silver Sponsorship levels as detailed in the 2010 Sponsorship Benefits section of this package. ***\*Exhibit booth spaces cannot be purchased separately and are not available to Bronze Level Sponsors.*** Access to the Exhibit Gallery, however, is available to all registered attendees.



## **SHOW DETAILS & HOURS**

### *Networking Opportunities & Show Hours:*

As always, we work to provide ample time in our Exhibit Gallery so take advantage of these great networking sessions!

### **Wednesday, March 3, 2010**

5:00 PM – 7:00 PM

Welcome Reception & Registration in Exhibit Gallery

### **Thursday, March 4, 2010**

7:30 AM – 8:30 AM

Breakfast in Exhibit Gallery

10:30 AM – 10:45 AM

Morning Break in Exhibit Gallery

12:00 PM – 1:00 PM

Buffet Lunch in Exhibit Gallery

3:30 PM – 3:45 PM

Afternoon Break in Exhibit Gallery

5:00 PM – 5:15 PM

Survey & Vacation Prize Drawing in General Session

### **EXHIBITOR SET-UP AND DISMANTLE HOURS:**

Set-up: Wednesday, March 3, 2010 – 3:00 PM - 5:00 PM

Dismantle: Thursday, March 4, 2010 – 4:00 PM - 11:00 PM

Friday, March 5, 2010 - 7:00 AM - 9:00 AM



## **2010 SPONSORSHIP BENEFITS**

At SSCL we customize our sponsorship opportunities to best meet your company's marketing objectives and budget. By supporting this educational and networking forum you will not only be recognized at all SSCL meetings but in its publications and website. We offer four levels of sponsorship — *Platinum, Silver, Gold, and Bronze* which can be met by sponsoring one or multiple events/items.

**ALL SPONSORSHIPS WILL RECEIVE THE FOLLOWING:** Sponsor ribbons for company attendees, logo and company description in SSCL program, logo on SSCL general session presentation screen, logo signage and podium acknowledgement of sponsored event(s), a place for a sponsor gift in the conference tote, and company logo, description, and website hyperlink on the SSCL website.

### ***Additional level sponsorship benefits include:***

#### **PLATINUM LEVEL SPONSOR — Total Sponsorship(s) of \$12,500 or Higher**

- Four (4) Complimentary Registrations
- Two (2) Complimentary Tables in Exhibit Gallery
- Company Logo included on SSCL Seminar Brochure
- Signage at Registration
- Pre-Seminar Attendee List

#### **GOLD LEVEL SPONSOR — Total Sponsorship(s) of \$7,500 – \$12,499**

- Three (3) Complimentary Registrations
- One (1) Complimentary Table in Exhibit Gallery
- Signage at Registration
- Pre-Seminar Attendee List

#### **SILVER LEVEL SPONSOR — Total Sponsorship(s) of \$2,500 – \$7,499**

- Two (2) Complimentary Registrations
- One (1) Complimentary Table in Exhibit Gallery
- Pre-Seminar Attendee List

#### **BRONZE LEVEL SPONSOR — Total Sponsorship(s) of \$1,000 – \$2,499**

- Bronze Sponsors receive items listed above in “All sponsorships” section.



## **2008 SPONSORSHIP BENEFITS** *(continued)*

If you are interested in becoming a sponsor at the upcoming SSCL seminar, please complete the forms in the back of this packet. Submit to [sscl@graniteloan.com](mailto:sscl@graniteloan.com) or fax to 866.380.9559. For further information, please contact:

Kristi Cerbin, Marketing Coordinator  
T: 866.710.4087 ex. 1071  
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E: [kristine.cerbin@graniteloan.com](mailto:kristine.cerbin@graniteloan.com)

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D: 303.925.2015  
E: [amy-hampton.knight@graniteloan.com](mailto:amy-hampton.knight@graniteloan.com)

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### **BOOTH LAYOUT INFORMATION:**

Each SSCL booth space can accommodate a 10'x10' tabletop display and includes one six-foot skirted table, one electrical outlet, one trash can and two chairs. Platinum Sponsors receive two booth spaces which can accommodate a 20'x20' display. There will be no pipe and drape set-up so floor displays are permitted. Additional furniture, electrical or AV can be ordered directly from The Ritz-Carlton, Denver.



## **SPONSORSHIP OPPORTUNITIES & FEES**

### ***Sponsorship Events:***

The SSCL seminar provides a number of unique sponsorship opportunities that can enhance your company's presence while attracting a captive audience. Once you select your sponsorship level, please choose from the following list of opportunities to place you in the correct price range.

**Wednesday, March 3, 2010**

### **WELCOME RECEPTION & REGISTRATION — \$5,000**

Join SSCL in welcoming attendees to the Wild West for 2010's Commercial Seminar. Held in the Exhibit Gallery, the reception will feature Denver local talent Charlie Provenza & Johnny Neill, and all sorts of cowboy fare for a boot-scootin' good time. Sure to make a lasting impression, your sponsorship will be launch the Commercial SSCL Seminar!



### **CHARLIE PROVENZA & JOHNNY NEILL BAND — \$1,000**

Kick-up your heels to Denver's own Charlie Provenza and Johnny Neill and their down-home country and bluegrass music. Attendees will enjoy the sounds of one of the country's top mandolinist and fiddle players and you'll be the sponsor who brought the "yee-haw!"

### **"MICRO-BREW" SPECIALTY DRINK STATION — \$2,000**

Give attendees a taste of Denver's famous Micro-Brews! Your logo will be printed on the official beer tasting glass mug. Paired with a cheese tasting, this event is sure to whet the whistle.

### **COWBOY HAT FITTING — \$3,000- (Sponsored)**

Give attendees a quality cowboy hat to take home, along with experiencing a traditional cowboy hat fitting at the SSCL Reception. Sure to draw a crowd and delight attendees! put smiles on the faces

### **OLD TYME PHOTOS — \$2,500**

Sponsor the Old Tyme "Wild West" photo booth and put smiles on everyones faces!



## **SPONSORSHIP OPPORTUNITIES & FEES** *(continued)*

**Thursday, March 4, 2010**

### **KEYNOTE SPEAKER — Mayor John C. Hickenlooper, The City of Denver, Colorado — \$7,500**



Sponsor the SSCL 2010 Keynote Speaker that *TIME Magazine* named one of the top five “big-city” mayors in America. Geologist turned entrepreneur, Mayor Hickenlooper was a prominent figure in Denver’s urban renewal in the early 90s and is credited as one of the pioneers that helped revitalize Denver’s Lower Downtown historic district.

Since taking office in 1993, he has overcome a \$70 million deficit to balance the City budget, implemented the most sweeping set of police reforms in Denver’s history, initiated a citywide campaign to end homelessness, created Denver’s Sustainable Development Initiative, and reached deals with United, Frontier and Southwest Airlines enabling all carriers to grow at Denver International Airport, now a major international airport hub for the western United States.

### **BREAKFAST — \$3,500**

Say howdy by starting each attendee’s day off right with a scrumptious “Gold Rush” themed Breakfast Buffet set in the Exhibit Gallery.

### **MORNING BREAK — \$1,500**

Rustle attendees awake by sponsoring that second cup of “Joe” in the Exhibit Gallery. Sponsorship will feature a beverage station with coffees, teas and sodas, as well as a light morning snack.



## **SPONSORSHIP OPPORTUNITIES & FEES** *(continued)*

***Thursday, March 4, 2010***

### **BUFFET LUNCHEON — \$5,000**

Host Thursday's "Mexican Hacienda" Lunch Buffet and grab attendees' attention after a morning full of discussion and educational sessions. Held in the Exhibit Gallery, attendees will be sure to enjoy your sponsorship and the spicy flavors of the West.

### **AFTERNOON BREAK — \$1,750**

Attendees will be sure to remember your sponsorship as they enjoy afternoon desserts! Put your company's name on this high-profile break.

### **PRIZE GIVEAWAY — FREE TO ALL SPONSORS!**

After the final session, prizes will be auctioned off to our attendees. Donate a prize for the raffle and participants will be anxiously listening for their name to be announced as a winner!

**Note:** The Granite Companies will be hosting a prize giveaway featuring free registrations to the upcoming SSCL Seminar and free nights stay at a participating Ritz-Carlton property.

*"SSCL is a perfect and enjoyable networking opportunity. You walk away with greater knowledge and relationships while taking advantage of the Ritz-Carlton. Doesn't get any better [than that]."*  
— Sonja Carlson, Permit Place, Previous SSCL Sponsor



## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Enhance your company's visibility at this year's event with these additional sponsorship opportunities!

### **CONFERENCE BAGS — \$1,000**

Make a statement by sponsoring the Attendee Tote Bags. This high visibility sponsorship option will be used by attendees long after the seminar is over. Sponsors can also include information in the tote if they wish which will be distributed at SSCL's General Session on Wednesday morning. Sponsoring company's logo will be featured on one side.

### **CONFERENCE NAMETAG HOLDERS — \$750 (Sponsored)**

Your logo and company name will be seen next to the name of every attendee with a "Nametag Holder" sponsorship.

### **CONFERENCE NOTEBOOK — \$2,000**

Attendees will have all eyes on your company when you sponsor the Conference Notebook. This includes a full-color logo on the cover, a full page advertisement inside and your logo on the spine and in the "Notes" section of the binder.



### **FLASH DRIVES — \$2,000**

Attendees will receive the event materials and presentations on a 1MB Flash Drive featuring your logo.

**"Additional Sponsorship Opportunities" DUE DATES:** Due to printing schedules for the above items, sponsor commitment and design files are due by February 19, 2010.



## PREVIOUS ATTENDEE COMPANIES



1st National Bank of America  
2-10 Home Buyers Warranty Corp.  
3-D Building Solutions, LLC  
Advantage Bank  
Affiliated Financial Group, Inc.  
Affinity Bank  
Allegacy Federal Credit Union  
Allegiance Credit Union  
American Home Mortgage  
AmeriDream, Inc.  
American Title, Inc.  
Ample Lending Group  
Baker, Donelson, Bearman, Caldwell &  
Berkowitz, PC  
Bank of American  
Bank of Hawaii

Bank of the West  
Builders First Holdings, Inc.  
California Capital  
CBA Information Services  
CBRE Melody Capital Markets  
Cendant Mortgage  
Centennial Lending  
Charter One Bank, N.A.  
Chase Home Finance  
Chase Manhattan Mortgage Corp.  
CitiGroup  
CitiMortgage, Inc.  
Clayton Bank & Trust  
Cocomar, Inc.  
Colonial National Mortgage  
Colonial Savings  
Colorado Code Consulting  
Colorado State Bank & Trust  
Columbia Equities  
Comerica Banks  
Community Banks of Colorado  
Community First National Banks  
ConstructionLending.com  
ConstructionLoans.com  
Countrywide Home Loans  
Countrywide Nat'l Builder Division  
CTX Mortgage Company  
CUMC Mortgage Company

Desert Document Services, Inc.  
Devco Homes, LLC  
Digital Draw Network  
Eastern Caribbean Home Mortgage Bank  
Elliott & Company Appraisers  
EverBank  
Experian Real Estate Services  
Fair Isaac  
Far West Bank  
Fidelity National Title - CDS  
First American Nationwide Docs  
First American SMS  
First American Title Insurance  
First Bank of Beverly Hills  
First Credit Union  
First Horizon Home Loans  
First National Bank of Florida  
First Republic Bank  
Flagstar Bank  
FNIS Hansen Quality  
Freddie Mac  
GMAC Bank  
GMAC Mortgage  
Greentree Homes & NewTown Builders  
Guardian Mortgage Documents  
Gunnison Savings & Loan Assoc  
Hammond Securities  
Harborstone Credit Union





## PREVIOUS ATTENDEE COMPANIES

Hibernia National Bank  
 HomeBanc Mortgage Corporation  
 Home Buyers Warranty Insurance  
 HomePort Holdings  
 HomeStreet Bank  
 HomeVest Mortgage Group  
 IndyMac Bank  
 ING Direct Bank  
 Interfirst/ABNAMRO  
 Infinity Development Management  
 Irwin Mortgage  
 JPMorganChase  
 K. Hovnanian American Mortgage  
 KeyBank National Association  
 Kushner Companies  
 Ledbetter & Tritter, P.L.L.C  
 Leeway Inspections  
 Lenders Choice Network  
 Liberty Savings Bank  
 Lockton Companies of Colorado  
 Los Alamos National Bank  
 M&T Bank  
 M&T Mortgage Corporation  
 Martin, Leigh, Laws & Fritzen  
 McGlinchey Stafford, PPLC  
 McGraw-Hill Construction  
 Medina County Home Builders Assoc.  
 Members Own FCU

Mercury Settlement Services  
 Mercury Transaction Services  
 Morgan Stanley Dean Witter Credit  
 Mortgage Bankers Association  
 Mountain America Credit Union  
 NARCL  
 National Association of Homebuilders  
 National City Mortgage  
 National Mortgage News  
 North Valley Bank  
 NorthWest Construction Control  
 NVE Bank  
 Ocean First Bank  
 OCWEN Financial  
 Old Republic National Title Insurance  
 OMNI Builders Risk, Inc.  
 OTX, Inc.  
 Owner Builder Loan Services  
 Premier Bank  
 Radian Guaranty  
 RBC Builder Finance  
 Regions Bank  
 Regions Financial Corporation  
 Republic Mortgage Home Loans  
 Rocky Mountain Mortgage Company  
 Sander Ingebretsen & Parish, P.C.  
 Santa Clara Valley Bank  
 Silver Construction Capital

Single Source Partners  
 Source Media  
 Southern Commerce Bank  
 SmithBarney Citigroup  
 Sterling Bank  
 Strada Financial  
 Summit Investment Management LLC  
 Sunwest Bank  
 The Fast Group  
 The Heitman Group, Inc.  
 The Members Own Credit Union  
 Thornburg Mortgage Home Loans  
 Tier One Bank  
 TowneBank  
 TransLand Financial Services  
 Trinity Inspection Services, Inc.  
 Tritter & Associates, PLLC  
 U.S. Bank Home Mortgage  
 Union Federal Bank  
 United Western Bank  
 Wachovia Mortgage Corporation  
 Washington Federal  
 Washington Mutual  
 Webster Bank  
 Wells Fargo



## PREVIOUS SPONSORS - 2008

### PLATINUM LEVEL



**NATIONAL MORTGAGE NEWS**

### GOLD LEVEL



### SILVER LEVEL



**PermitPlace**<sup>™</sup>



### BRONZE LEVEL

**SANDER  
INGEBRETSEN  
& PARISH P.C.**

## Sponsorship Questionnaire



Form must accompany Sponsorship Agreement before sponsorship/booth space can be confirmed.

<b>DATE:</b>		
<b>COMPANY NAME:</b>		
<b>CONTACT NAME:</b>		
<b>TITLE:</b>		
<b>PHONE:</b>		
<b>EMAIL ADDRESS:</b>		
<b>WEBSITE:</b>		
<b>COMPANY YEARS IN BUSINESS:</b>		
<b>WHERE DO YOU PERFORM SERVICES?</b>	<input type="checkbox"/> Globally <input type="checkbox"/> Nationally <input type="checkbox"/> Locally (List states): <input type="checkbox"/> Other:	
<b>TYPE OF BUSINESS:</b>	<input type="checkbox"/> Bank Lender <input type="checkbox"/> Non-Bank Lender <input type="checkbox"/> Insurance <input type="checkbox"/> Broker/Dealer	<input type="checkbox"/> Construction Management <input type="checkbox"/> Membership Organization <input type="checkbox"/> Publishing <input type="checkbox"/> Other:
<b>CHECK ANY OF THE FOLLOWING SERVICES YOU PROVIDE:</b>	<input type="checkbox"/> Construction Financing <input type="checkbox"/> Fee Scheduling <input type="checkbox"/> Title Services <input type="checkbox"/> Management Software <input type="checkbox"/> Fund Control <input type="checkbox"/> Contractor Acceptance	<input type="checkbox"/> Construction Project Review/Cost Feasibility <input type="checkbox"/> Residential Inspections <input type="checkbox"/> Commercial Inspections <input type="checkbox"/> Trade Magazine/Publishing <input type="checkbox"/> Other:
<b>LIST ANY SPECIFIC PRODUCTS, SERVICES AND/OR EVENTS TO BE PROMOTED AT THE SSCL EVENT:</b>		
<b>SUBMIT FORM:</b>	Email this form to <a href="mailto:SSCL@graniteloan.com">SSCL@graniteloan.com</a> or fax to 866.380.9559 (no cover).	

**Additional Comments:** (Please provide any further information on your business that may be useful to us.)

## SSCL SPONSORSHIP AGREEMENT

2010 Strategies for Success in Construction Lending ~ March 3-4, 2010

The Ritz-Carlton, Denver

Granite Loan Management, LLC a Colorado limited liability company (“GLM”) is hosting and managing The Strategies for Success in Construction Lending (SSCL) Commercial Seminar, including all planning and logistical functions for all events, sessions and activities at the SSCL Seminar, March 3-4, 2010. All events, sessions and activities will be open to all attendees of the Conference. Email completed forms to [sscl@graniteloan.com](mailto:sscl@graniteloan.com) or fax to 866.380.9559.

\_\_\_\_\_ agrees to sponsor and pay for the following events:

SPONSORED EVENT(S)	COST
_____	_____
_____	_____
_____	_____
<b>TOTAL COST:</b>	<b>\$</b> _____

### 1. ALL SPONSORSHIPS WILL RECEIVE THE FOLLOWING:

- Sponsor ribbons for company attendees
- Logo and company description in SSCL program
- Logo on SSCL general session presentation screen
- Logo signage and podium acknowledgement of sponsored event(s)
- Company logo, description, and website hyperlink on the SSCL website.
- Space for a giveaway in the SSCL tote bag.

In addition to the above services, sponsorship levels Platinum, Gold, Silver and Bronze will receive the following (please check the box of the sponsorship level that your company falls into):

- |   |   |  |  |
|---|---|--|--|
| <input type="checkbox"/> <b>PLATINUM</b> <ul style="list-style-type: none"> <li>• 4 Comp. Registrations</li> <li>• 1-2 Complimentary Tables in Exhibit Gallery</li> <li>• Company Logo on SSCL Seminar Brochure</li> <li>• Company Signage at Registration</li> <li>• Attendee List</li> <li>• Podium acknowledged sponsored event</li> </ul> | <input type="checkbox"/> <b>GOLD</b> <ul style="list-style-type: none"> <li>• 3 Comp. Registrations</li> <li>• 1 Complimentary Table in Exhibit Gallery</li> <li>• Company Signage at Registration</li> <li>• Pre-Seminar Attendee List</li> <li>• Podium acknowledged sponsored event</li> </ul> | <input type="checkbox"/> <b>SILVER</b> <ul style="list-style-type: none"> <li>• 2 Comp. Registrations</li> <li>• 1 Complimentary Table in Exhibit Gallery</li> <li>• Attendee List</li> <li>• Podium acknowledged sponsored event</li> </ul> | <input type="checkbox"/> <b>BRONZE*</b> <ul style="list-style-type: none"> <li>• Includes only items listed above (see “ALL SPONSORSHIPS WILL RECEIVE THE FOLLOWING”)</li> </ul> |
|---|---|--|--|

\*Exhibit booth spaces cannot be purchased separately and are not available to Bronze Level Sponsors.

### 2. Your company will need to provide GLM with the following on or prior to February 15, 2010:

- Company logos must be emailed to the SSCL in jpg (for website), TIF (for program printing) and eps formats (for signage)
- The original signed contract and full payment for sponsorship

Sponsor also grants to GLM a limited, revocable, nontransferable, non-assignable, nonsublicensable license to use the trade names, service marks, trademarks, logos, and emblems submitted by Sponsor to GLM in connection with the SSCL seminar.

3. It is mutually agreed that neither party shall be liable for damage or failure to perform where such damage or failure is due to an Act of God, government regulations, war, fire, flood, disaster, civil disorder, strike or labor disruption making it illegal or impossible to abide by this Agreement of any of its terms.
4. The Sponsor agrees to defend, hold harmless and indemnify GLM for any of the Sponsor's negligent or reckless acts or omissions or those of the Sponsor's agents or employees arising out of this Agreement.
5. This Agreement is intended to bind only the parties hereto and their corporate successors and may not be assigned by any party without the express written consent of the other party.
6. This Agreement and the exhibits hereto constitutes the entire agreement on the subject matter hereof and supersedes all prior oral agreements or memoranda on the subject matter.
7. Both parties to this Agreement are independent contractors, and no party is an agent, employee, joint venturer, or partner of the other party.
8. This Agreement shall be governed by the laws of the State of Colorado, without reference to its conflict of law provisions.
9. Final confirmation of this sponsorship agreement is contingent upon GLM's receipt of signed original copy of this Agreement, company logos, and full payment. Payment is due at the time of contract execution.
10. Notwithstanding anything in this Agreement to the contrary, GLM shall have the right to terminate this Agreement at any time, provided that GLM shall refund to the Sponsor all payments that the Sponsor paid to GLM prior to termination. Such refund shall not apply in the event that GLM terminates the Agreement due to the Sponsor's material breach.
11. All notices pursuant to this Agreement shall be sent to the following persons:

SPONSOR CONTACT NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY/STATE/ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

TO GLM: Penny Roach  
 Executive Vice President and Director of Sales and Administration  
 Granite Loan Management  
 10770 E. Briarwood Avenue, Suite 280  
 Centennial, CO 80112  
 T: 866.710.4087 ex. 1069  
 F: 866.380.9559  
 penny.roach@graniteloan.com

The parties have executed this Agreement by their duly authorized representatives as of the dates set forth below.

Sponsor:

Company Name: \_\_\_\_\_

By: \_\_\_\_\_

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

Date: \_\_\_\_\_

Granite Loan Management, LLC

By: \_\_\_\_\_

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

Date: \_\_\_\_\_