

We are looking forward to your attendance and participation at the Strategic Management Summit this August 5-8 at Deer Valley, Utah.

While the University of Utah's David Eccles School and *Strategy Science* are the primary hosts for this event, a conference of this scale is an expensive undertaking, and our commitment is to keep the Summit economically accessible for invited attendees. We would like to invite all schools and institutions with which you affiliate to consider becoming sponsors of the Summit.

We have already secured significant commitments from the Eccles School and various centers and institutes affiliated with the University of Utah, but we are seeking to expand that support to schools, centers, and institutes outside the Eccles School. Some of you have already made commitments on behalf of these institutions to support the Summit for which we are deeply appreciative.

As you hold these discussions, we invite you to consider sponsorship at any one of the levels listed below, promising commensurate recognition (and glory) in return:

Diamond Sponsor \$50,000

Co-sponsor of the Summit, listed with Eccles School of Business and *Strategy Science* on all media (before, during, and after conference; on all distributed items and gifts).

Representative from your institution can become involved in detailed Summit planning.

Recognized at the beginning of each plenary session and at other all-conference events.

Recognized in introductory editorials in *Strategy Science* special issues, the introductory chapter of the edited book, and in the first footnote of each paper published in *Strategy Science* or in the book.

Representative of your institution would get an opportunity to speak at the opening dinner.

Platinum Sponsor \$20,000

Recognized as sponsor of two of the ten panel sessions as well as an event dinner — recognized on media and at the dinner or opening of the panel. Any published papers from a panel would acknowledge this support in the first footnote.

Gold Sponsor \$10,000

Sponsor of a panel or dinner at the conference—recognized on media and at the dinner or opening of the panel. Any published papers from a panel would acknowledge this support in the first footnote.

Silver Sponsor \$5,000

Sponsor of a breakfast buffet—recognized on media and name listed as a sponsor at the buffet.

Sponsor of a lunch buffet—recognized on media and name listed as a sponsor at the lunch buffet.

Panel co-sponsor—recognized on media and recognized at the beginning of a panel. Any published papers from a panel would acknowledge this support in the first footnote.

Bronze Sponsor \$2,500

Acknowledged at the outset of the conference and in media as a contributor to the conference.

We are excited about the fast-approaching Summit this summer. We hope that you are giving active thought to developing your ideas around one or more of the topics we will take up. We look forward to seeing you in August.

Todd and Jay