

November 29, 2015



Dear Potential Sponsor:

On June 25 – June 29, 2016, ASHRAE Society will be visiting St. Louis for the 2016 Annual Meeting. As is tradition, ASHRAE Society will be hosting the Welcome Party on Saturday, June 25 from 6:00 PM – 8:00 PM. Following the Welcome Party, the St. Louis ASHRAE Chapter is hosting an After-Party from 9:00 PM – 1:00 AM. Our Chapter wants to celebrate having so many out-of-town ASHRAE members in our hometown and put the proceeds from this event towards ASHRAE Research Promotion, so we are very excited about this opportunity!

As you may know, supporting ASHRAE Research Promotion (RP) is very important. ASHRAE uses RP donations to update and improve the ASHRAE Handbook Series - the Fundamentals, HVAC Applications, Refrigeration, and Systems & Equipment books. These widely-used resources would be nonexistent if it weren't for RP donations. Also, more than 80 HVAC research projects worldwide annually receive money from ASHRAE RP donations. Results from these research projects have helped created the ASHRAE Standards, such as 62.1 and 90.1, and the Advanced Energy Design Guides. Through Research Promotion, ASHRAE continually raises the bar to better the HVAC&R industry's built environment.

The attached flyers include additional information about the After-Party event and Sponsorship levels. As a quick overview, the event will be held at The Thaxton Speakeasy, which is a quick 5-minute walk from the conference host hotel (Renaissance Grand Hotel). Tickets will be sold at \$30/person and will be advertised to all conference attendees and local and regional ASHRAE members. Tickets will include entrance into the After-Party, Open Bar, and St. Louis-themed small bites. We anticipate at least 150 people to attend this event. Please refer to the attached flyers for more detailed information.

If your company is interested in sponsoring this event, please contact Jessica Mangler or Chris Pelton by phone or email at the contact information listed below. If you prefer to pay by check, please make out a check to "St. Louis ASHRAE" and mail it to P.O. Box 31603, St. Louis, MO 63131. If you prefer to pay by credit/debit card, please let us know and we can have an invoice created. Please also feel free to contact us with any additional questions you have about sponsorships, this event, or ASHRAE in general.

Thank you for your time,

A handwritten signature in black ink that reads "Jessica A. Mangler".

**Jessica Mangler, PE**  
2015-2016 St. Louis ASHRAE Research Promotion Chair  
[jmangler@rossbar.com](mailto:jmangler@rossbar.com)  
(Cell) 417.489.9055

A handwritten signature in black ink that reads "Chris Pelton".

**Chris Pelton, PE**  
2015-2016 St. Louis ASHRAE RP Sponsorship Chair  
[chris.pelton@siemens.com](mailto:chris.pelton@siemens.com)  
(Cell) 314.560.9289

**2015-2016 St. Louis ASHRAE Research Promotion Committee**

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## **Sponsorship Invitation**

*In support of*  
**ASHRAE Research Promotion  
&  
2016 ASHRAE Annual Meeting  
After-Party Event**

### **Event Details:**

Thaxton Speakeasy\*  
1009 Olive St, St. Louis, MO 63101  
June 25, 2016  
9:00 PM – 1:00 AM\*\*  
*\*5-minute walk from the conference hotel  
(Renaissance Grand Hotel)  
\*\*Immediately following the ASHRAE  
Welcome Party*

### **Open Bar, including:**

- St. Louis Craft Beer
- Domestic Beer
- Wine
- *Liquor & other cocktails will be available for purchase*

### **Appetizers & Desserts:**

- Toasted Ravioli
- Goey Butter Cake Squares
- Sicilian Pizza Squares
- Spinach & Artichoke Dip
- Provel Bites

**Guest tickets are all-inclusive of food & adult beverages for \$30 per person.**

This social event next summer will support our ASHRAE Research Promotion, showcase St. Louis, & provide marketing exposure to ASHRAE visitors from around the world.

Please join the fun & fellowship after ASHRAE's Welcome Party & help support Research Promotion, while we feature St. Louis to a global ASHRAE crowd!

### **Interested Sponsors, please contact:**

Chris Pelton  
chris.pelton@siemens.com  
314.560.9289

and/or

Jessica Mangler  
jmangler@rossbar.com  
417.489.9055

## Gateway Sponsors - \$3,000

- 10 tickets to the event
- Company name & logo on event email announcements
- Company name & logo on the event announcement on Chapter website
- Dedicated Sponsorship Signage
- Table Top Display

St. Louis became known as the **Gateway to the West** as an important staging area for wagon trains during the westward expansion in the 19th century. In 1965, **The Gateway Arch** became an iconic symbol of our city's historical importance known around the world. Currently the monument site & park are being transformed with the **CityArchRiver 2015** project, providing visitors with greater pedestrian access & connectivity to our other downtown attractions, due for completion in 2017.

## Forest Park Sponsors - \$2,000

- 8 tickets to the event
- Company name & logo on event email announcements
- Company name & logo on the event announcement on Chapter website
- Sponsorship Signage Recognition
- Table Top Display

Established in 1876, Forest Park is **the largest urban park** in the United States at 1,371 acres. The park hosts 13 million visitors each year who take advantage of many **free attractions** including the **St. Louis Zoo, Art Museum, Missouri History Museum, Science Center with Planetarium, & The Muny** outdoor theater area opened in 1919. While many of these attractions were built originally in conjunction with the **1904 World's Fair** & 1904 Olympics, it also features a public skating rink, golf course, tennis courts & biking trails enjoyed by local St. Louisans & visitors alike.

## Big Muddy Sponsors - \$1,000

- 6 tickets to the event
- Company name & logo on event email announcements
- Company name & logo on the event announcement on Chapter website
- Table Top Display

The Mississippi River, nicknamed **The Big Muddy**, is the longest in North America & the fourth longest in the world. Before the arrival of the railroads in the 1880s, the **Golden Era of Steamboats** from 1830-1850 made the river a major transportation system for cotton, timber food, & Appalachian coal. First discovered by Spaniard Hernando de Soto in 1541, this engine for national prosperity now generates **\$400 billion of economic benefit** to the U.S.A. annually.

## Laclede's Landing Sponsors - \$500

- 4 tickets to the event
- Company name & logo on the event announcement on Chapter website
- Table Top Display

Laclede's Landing is a historic site where in 1763, a French merchant named **Pierre Laclede Ligest** left New Orleans in search of strategic location for a trading post for his monopoly to trade along the Missouri River. He selected this site just 20 miles downstream from the confluence of the Missouri & Mississippi rivers, & gave the settlement the name "St. Louis" as a nod to King Louis IX of France. Today this site has become a vibrant downtown entertainment district.

## Show Me Sponsors - \$100

- 1 ticket to the event
- Company name & logo on the event announcement on Chapter website

Missouri's nickname, **The Show Me State**, is most widely attributed to a speech in 1899 by Missouri's U.S. Congressman Willard Duncan Vandiver. He proclaimed: **"I come from a state that raises corn & cotton & cockleburs & Democrats, & frothy eloquence neither convinces nor satisfies me. I am from Missouri. You have got to show me."** The phrase is now used to describe the character of Missourians - not gullible - conservative & unwilling to believe without adequate evidence.