WELCOME

I would like to extend a warm welcome to you to participate in the re-development of www.chemistry2011.org through your corporate sponsorship.

The United Nations declared 2011 as the International Year of Chemistry (IYC2011). It was an initiative of the International Union of Pure and Applied Chemistry and of the United Nations Educational, Scientific, and Cultural Organization and it involved chemical societies, academics, and institutions worldwide.

Our domain was established as the host domain for the IYC2011 event and the domain has since gained industry significance as among the most trusted and authoritative domains globally within chemistry and related fields. Our domain currently receives roughly 14,000 pageviews per month thanks in part to over 150,000 links that have been built on other websites throughout the internet which point to our domain. Of these 150k links, over 3,000 have been from educational institutions and another 150+ from government sites globally

On January 1,2013 and with the event now over, we commenced redevelopment of the website with a goal creating a leading educational and informational resource in the field of chemistry and it’s sub disciplines. The core of our new website is currently active and showcases the latest chemistry related industry news, global conference/event listings and college details. The site also provides general information, lecture and reference materials from accredited institutions, science projects and much more. Although the site is active with recurring visitors, it is by no means complete. Your sponsorship of www.chemistry2011.org will help us in the ongoing development of our site.

We would like you to know that as a sponsor of www.chemistry2011.org, your sponsorship will generate a substantial return on investment – one we are confident no other sponsorship opportunity can provide as you will learn about what makes our domain so unique within the industry throughout this sponsorship package.

Four levels of sponsorship are available allowing your organization to benefit from our authority and from our traffic. Benefits are summarized on page 5 and sponsorship levels are detailed on the page 6.

We encourage you if not done so already to link to our website from your corporate website as a value to your customers and in order to help us reach more professionals involved within chemistry and related fields.

Now.. a little about www.chemistry2011.org
CHEMISTRY2011.ORG

Foreward:

Everyone who searches the internet does so because they have a specific need. If you need to know the latest chemistry related news, you search google for a science oriented news website. If your need is to find out what conferences are on the horizon, you need to search for a conference website. I could go on but you get the picture.

Within the field of chemistry, there are many single purpose websites catering to these individual needs. This is remarkably similar to the history of the retail industry. In the past, most consumers shopped at small retailers who offered specialized products & services. Forward to the present and most now shop at the large box stores capable of filling multiple needs at once. In doing so the box stores have become top-of-mind and now enjoy the lions share of traffic.

What if one website combined the most searched chemistry related needs into one website? Enter www.chemistry2011.org

| Domain Target Market: Science / Chemistry / Chemicals/ Water / Related Fields | Majestic SEO Backlink Summary ; Historical Index: |
| Audience: International; Professionals | External Backlinks to domain: >145,000 |
| Google PageRank: 8 | .EDU Backlinks : >3000 (2.5% of all links!!!) |
| Age: 5 years, Language: English | .GOV Backlinks: >150 |
| Traffic: 14,000 pageviews per month | All Pages are Do-follow. |
| Internal Pages: >20,000 |

Our website combines many single areas of interest within the field of chemistry under one umbrella. The reason is glaringly obvious - it's often the same people within the field who have different, but related needs at different points in time. A professor may want to view the latest chemistry news one day and attend a chemistry conference the next.

A website that can cater to multiple needs will not only become top-of-mind garnering repeat visits, it will allow cross-promotion within.

But wait, there's more! What makes our website so unique is that as a result of the high quality traffic from international sources, educational institutions, governments and more, it has become one of the highest authority sites found within the entirety of the internet today.

This is not hype, it is fact. Our website is currently PR8 and has fluctuated between PR8 and PR9 recently as one would expect during significant updates to the site.
If you have never heard of PageRank (PR) before – don’t worry, not many have as high PR domains are extremely rare. PageRank is detailed on page 5 of this package however there are two separate effects of PR that we would like you to be aware of while reading this package:

1) Google is responsible for directing over 70% of the world’s web traffic to sources Google itself considers authoritative by its own algorithms. Since Google considers our domain PR8/PR9 (a leading authority in the field), any content we add to our site will naturally rise to the top of related search engine rankings increasing our own traffic.

2) PR can also be conveyed from one page to another (ie from our homepage to yours) and can result in increasing your own authority and by extension, your own rankings within search engines.

About Our Content:

Let us be clear that we are not asking you to sponsor a domain that is “to be built”. Our website already exists with substantial traffic and unrivaled authority in its present form. It is well worth your corporate sponsorship on this basis alone. At the same time, the website is still under development as we continue to not only add, but to refine the content. A summary of major components:

**News Component**
- Summarizes latest chemistry related news articles
- Segments news into sub-fields.
- Ensures visitors return often.
- Integrated fully with social media
- Search engine optimized
Events Component
-Summarizes all chemistry related events globally (conferences, symposiums, etc)
-Filters based on location (search local / international / country specific, etc)
-No cost for event organizers to post their events.
-Search pages based on each branch of chemistry increases search engine rankings

College Rank & Listings Component
-Ranks the top 200+ colleges globally in the field of chemistry.
-Provides details on the college, its chemistry department, admissions, and more.
-Currently Under development: The addition of all faculty members profile pages and enabling self-management of their profiles.
Chemistry Resources & Course Materials Component

- Includes complete course materials including:
  - lecture videos
  - course outlines
  - course materials, exam notes, etc.

Our efforts in 2013 and beyond will simply add increasing benefits to your sponsorship and your sponsorship dollars will be used directly in the expansion of website content. The impact will be felt in terms of increased traffic, continued authority and greater appeal.

Under Development:
- faculty members section
- business listings section
- science projects section

About Our Traffic:

Our website currently generates about 14,000 unique international visitors per month. Visitors to www.chemistry2011.org include chemists, chemical engineers, academicians, scientists, students (ranging from youth to undergraduate and graduate studies), related professionals, the self-taught and those with a general interest in the field of chemistry and its sub-disciplines. They present a great opportunity for you to get your brand and logo top of mind.

The previous website had little to no on-page search engine optimization built-in and the content targeted one event which severely limited traffic potential. Our new site appeals to a vastly broader target audience and targets keywords with over 250,000 monthly searches globally. On January 1st, we forecast a minimum 100% increase in traffic over the next 12 months as we fully expected our new website to capture a much broader audience than was being captured at the time.

We have already seen an increase in unique visitors by 70% over the first three month period. This trend would suggest 100,000+ unique visitors/month within a 12 month timeframe should the trend hold.
About PageRank (PR):

Page Rank (PR) is a metric used by Google to quantify how influential, authoritative or popular a given page is. PR is shown on a scale of 0 to 10 with the latter being the highest, meaning the website is the leading source / authority site available on the internet. There are only a dozen or so domains with PR10 ranking in the world, and only about 200 PR9 domains. www.chemistry2011.org has fluctuated between PR8 and PR9!

In the most simplistic terms, when searching a particular keyword term within search engines, domains with higher PageRank are most likely to appear before domains with lower PageRank as they are considered more relevant, or a great authority on the subject. It is in your best interest to have high PageRank on your own domain in order for pages within your website to rank above your competitor’s competing pages.

How do you get PR?

PR is passed from one page to another through external links from other quality sources (ie. a link from www.chemistry2011.org to your website).

In the world of search engine optimization, there is nothing more powerful than external links from related PR9 and PR10 domains linking to your website. Companies often pay upwards of $2000-$3000 per month for links from related PR9 domains however you can imagine how rare these links are.

Benefits of Sponsorship:

PageRank Benefits:

All of our sponsorship packages showcase our sponsors with external links from our homepage and internal pages as described in the sponsorship opportunities.

Since PageRank is passed from page to page, an external link from our page(s) to yours will convey some of our domain’s industry leading authority onto your domain thereby increasing your authority.

As we have detailed throughout this package, increased authority is part of Google’s algorithm that determines which company’s website ranks higher when two competing websites appear within search engine rankings. Increased authority holds the potential for your website to rank higher than your competitors.
In a world where ranking one spot ahead of a competitor in search engine rankings can cause 20% or more increase in traffic to your website leading to increased sales; and one in which ensuring your brand is “top of mind”—the result to your bottom line can be simply enormous and well worth sponsorship if only based on this fact alone.

**Branding Benefits:**

Your organization will benefit directly by having your logo displayed on the homepage of our website. Portray your company as a leader amongst your peers and remain top-of-mind to the 14,000 current monthly visitors to our website (or hopefully the 100,000 visitors/month 11 months from now)

**Why align your organization with Chemistry2011.org?**

If you are looking to play a leadership role in chemistry and related fields or just want to place your organization ahead of all the leaders in these fields, www.chemistry2011.org is your ticket to that and a fabulous opportunity.

- Promote your organization to key relevant markets.
- Increase your organizations own authority with search engines.
- Maintain a high profile among market leaders.

And to do just that, we have the following sponsorship opportunities available for your review.

**SPONSORSHIP OPPORTUNITIES**

**PLATINUM SPONSOR $30,000 (CAD) (Only 2 available)**

Prominent corporate branding of your company and recognition as “Global Partner”, including:

- Prominent corporate logo on www.chemistry2011.org homepage in preferred “Global Partners” position
- Prominent corporate logo in top position on www.chemistry2011.org sponsors page under the heading “Global Partners”
- Sub-page with a standard letter size one page description of the Sponsor’s business and relevant information.
- Corporate logo on several inner pages (PR5-PR8) throughout website.
- Valid for 12 months & option to renew
GOLD SPONSOR $15,000 (CAD)

Prominent corporate branding of your company including:

- Prominent corporate logo on www.chemistry2011.org homepage in the “Global Partners area above the footer.

- Prominent corporate logo on www.chemistry2011.org sponsors page under the heading “Global Sponsors”.

- Sub-page with a standard letter size one page description of the Sponsor’s business and relevant information.

- Corporate logo on several inner pages (PR5-8) throughout website.

- Valid for 12 months & option to renew

SILVER SPONSOR $6,000 (CAD)

Prominent corporate branding of your company and recognition as “Sponsor”, including:

- Prominent corporate logo on www.chemistry2011.org sponsors page under the heading “Sponsors”

- Sub-page with a standard letter size one page description of the Sponsor’s business and relevant information.

- Valid for 12 months & option to renew
**ACCEPTANCE FORM & DETAILS**

To book your selected sponsor package, please complete the form and return via email along with your payment to:

The Equipment Leasing Company Ltd. O/A Chemistry2011.ORG,
183 Silverado Trail, Vaughan, Ontario, Canada, L4H2N7
Phone 1-855-245-1909, Email: sales@chemistry2011.org

Do note that platinum and gold sponsorship packages have limited availability. Please return your completed form and contact us at the numbers above in order to confirm receipt and confirm / reserve your space prior to remitting funds.

**Details**

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**Sponsorship packages**

I agree to invest in the following sponsorship package:

- [ ] Platinum Sponsorship $30,000.
- [ ] Gold Sponsorship $15,000.
- [ ] Silver Sponsorship $6,000.

- [ ] I agree to and have read the Conditions of Sale and Payment Terms outlined below

Print Name: _____________________   Signature: ____________________________

Date: _____________________
CONDITIONS OF SALE & PAYMENT DETAILS

Payment Summary

A - Sponsorship Total: $ _____________________
B - Tax Applicable: $ ____________________
Total A + B: $ ______________________

Conditions of Sale

1. Canadian taxes are billed at the rate of 13% HST for corporations operating within Canada. For corporations resident outside of Canada no taxes are applicable.
2. Sponsorship will be allocated only on receipt of signed Sponsorship Booking Forms.
3. A letter of confirmation will be provided to confirm the booking together with an invoice for tax purposes upon receipt of your signed Sponsorship Booking Forms.
4. Balances will be due within 20 days of the date on the invoice.
5. All monies are quoted in CAD – Canadian Dollars.
6. Cheques should be made out to “The Equipment Leasing Company Ltd.” and drawn in Canadian Funds.
7. Sponsorships are active for one full year from Invoice date.
8. No refunds will be made for cancellations during the term.

Payment Method

Payment is due along with your completed booking form. If you wish to pay by credit card, please enter details below:

Card Type: Visa / MC / Amex

Name on Card:___________________________________

Card #:___________________________________

Expiry Date: ___________________________________

Signature: ___________________________________
About Us

Chemistry2011.org is operated as a division of The Equipment Leasing Company Ltd., a company involved in brand management and the development of internet real estate.

Thank You

We thank you for taking the time to review our sponsorship package and look forward to your support! Please review our sponsorship opportunities below.

For more information

Contact: Alex Schulz
The Equipment Leasing Company Ltd. O/A Chemistry2011.ORG,
183 Silverado Trail, Vaughan, Ontario, Canada, L4H2N7
Phone 1-855-245-1909
Email: sales@chemistry2011.org