

# 2020 BUSINESS PARTNER PROGRAM



**PLATINUM SPONSOR**  
EARLY BIRD - \$7,500.00 (IF PAID IN FULL BY 3/31/2020)  
\$8,000.00 (IF PAID AFTER 3/31/2020)  
One sponsorship available per year

**MEMBERSHIP AND WEBSITE BENEFITS**

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- Home page banner advertising, including recognition as Platinum Sponsor, on homepage of NJALA website with hyperlink to company website – **EXCLUSIVE**
- Opportunity to be the featured lead in Business Partner Welcome Video – **NEW & EXCLUSIVE**
- Complete membership directory provided, including updates

**EDUCATIONAL MEETINGS**

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- Attendance for up to two representatives at every monthly meeting – **EXCLUSIVE**
- Opportunity for signage at every monthly meeting – **NEW & EXCLUSIVE**
- Provided with attendance list for all monthly meetings (upon request) – **NEW & EXCLUSIVE**
- Company logo on all invitations to monthly meetings – **NEW & EXCLUSIVE**

**ARTICLES**

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- Exclusively featured in the “Meet Our Business Partners Spotlight” with digital hyperlink to website – **NEW & EXCLUSIVE**
- Opportunity to submit one Educational Article to be distributed to all members – **NEW & EXCLUSIVE**

**NJALA EVENTS**

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- Business Partner Symposium - **NEW**
  - Invitation for three representatives (additional invites for additional fee) to attend full day event – **EXCLUSIVE**
  - One table provided with Premium location – **EXCLUSIVE**
  - Unlimited signage in designated areas – **EXCLUSIVE**
  - Opportunity to introduce Keynote Speaker – **EXCLUSIVE**
  - Opportunity to sponsor speakers/food/items offered to members attending Symposium, with promotional recognition
  - Opportunity to announce scholarship at Symposium – **NEW & EXCLUSIVE**
  - Full page ad in Symposium Program – **NEW & EXCLUSIVE**
- Managing Partner Night
  - Company name and logo prominently featured on invitation to event, which is distributed to all Chapter members – **EXCLUSIVE**
  - Two invitations (up to three additional invites for additional fee) - **EXCLUSIVE**
  - Company name and logo prominently displayed – **EXCLUSIVE**
  - Featured Sponsor with recognition of Platinum Level Sponsorship - **EXCLUSIVE**
  - Presentation (5 min) of company profile prior to Keynote speaker - **EXCLUSIVE**
- June Social and December Social
  - Invitation for two representatives to attend each event
- Business Partner Appreciation Night
  - Invitation for three representatives to attend - **NEW AND EXCLUSIVE**

**ADDITIONAL BENEFITS**

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- Concierge support from dedicated NJALA Business Partner Committee Member
- Guaranteed seat on Business Partner Advisory Committee – **EXCLUSIVE**
- Right of first refusal of Platinum Sponsorship (commitment due by February 15<sup>th</sup> - 3 year term)
- Opportunity to attend book club
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets

## **GOLD SPONSOR**

EARLY BIRD - \$5,000.00 (IF PAID IN FULL BY 3/31/2020)  
\$5,500.00 (IF PAID AFTER 3/31/2020)

### **MEMBERSHIP AND WEBSITE BENEFITS**

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- Advertising, including recognition as Gold Sponsor, on homepage of NJALA website with hyperlink to company website
- Complete membership directory provided, including updates

### **EDUCATIONAL MEETINGS**

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- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to educational presenter - **EXCLUSIVE**
- Attendance of two representatives at three monthly meetings – **EXCLUSIVE**
- Opportunity for signage at sponsored monthly meeting – **NEW**
- Provided with attendance list for sponsored monthly meeting (upon request ) – **NEW**

### **ARTICLES**

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- Feature in the “Meet Our Business Partners Spotlight” with digital hyperlink to website – **NEW**

### **NJALA EVENTS**

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- Business Partner Symposium – **NEW**
  - Invitation for two representatives (additional invites for additional fee) to attend full day event
  - Table provided at full day event
  - Opportunity to sponsor speakers/food/items offered to members attending Symposium, with promotional recognitionOpportunity to purchase ad for Symposium Program:
  - Quarter page ad - \$250.00
  - Half page ad - \$400.00
  - Full page ad - \$750.00
- June Social
  - Invitation for two representatives to attend
- December Social
  - Invitation for two representatives to attend
- Business Partner Appreciation Night
  - Invitation for two representatives to attend

### **ADDITIONAL BENEFITS**

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- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets



## SILVER SPONSOR

EARLY BIRD SPECIAL - \$4,000.00 (IF PAID IN FULL BY 3/31/2020)  
\$4,500.00 (IF PAID AFTER 3/31/2020)

### MEMBERSHIP AND WEBSITE BENEFITS

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- Advertising on homepage of NJALA website with hyperlink to company website
- Complete membership directory provided, including updates

### EDUCATIONAL MEETINGS

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- Attendance for two representatives at two monthly meetings

### ARTICLES

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- Feature in the “Meet Our Business Partners Spotlight” with digital hyperlink to website – **NEW**

### NJALA EVENTS

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- June Social and December Social
  - Invitation for two representatives to attend either the June or December event
- Business Partner Appreciation Night
  - Invitation for one representative to attend

### ADDITIONAL BENEFITS

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- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Silver Sponsorship does not include our Business Partner Symposium - **NEW** however, there is an opportunity to participate as follows:

- Invitation for one representative (additional invites for additional fee) to attend full day event and table - \$850.00
- Opportunity to sponsor speakers/food/items offered to members attending Symposium, with promotional recognition
- Opportunity to purchase ad in Symposium Program:
  - Quarter page ad - \$250.00
  - Half page ad - \$400.00
  - Full page ad - \$750.00



## BRONZE SPONSOR

EARLY BIRD SPECIAL - \$2,500.00 (if paid in full by 3/31/2020)  
\$3,000.00 (if paid after 3/31/2020)

### MEMBERSHIP AND WEBSITE BENEFITS

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- Advertising on homepage of NJALA website with hyperlink to company website

### EDUCATIONAL MEETINGS

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- Attendance for one representative at one monthly meeting

### ARTICLES

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- Feature in the “Meet Our Business Partners Spotlight” with digital ad to website – **NEW**

### NJALA EVENTS

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- June Social and December Social
  - Invitation for one representative to attend either the June or December event
- Business Partner Appreciation Night
  - Invitation for one representative to attend

### ADDITIONAL BENEFITS

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- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend Book Club
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Bronze Sponsorship does not include our Business Partner Symposium - **NEW** however, there is an opportunity to participate, as follows:

- Initiation for one representative (additional invites for additional fee) to attend full day event and table - \$900.00
- Opportunity to sponsor speakers/food/items offered to members attending Symposium, with promotional recognition
- Opportunity to purchase ad in Symposium Program:
  - Quarter page ad - \$250.00
  - Half page ad - \$400.00
  - Full page ad - \$750.00



## SPONSORSHIPS AT A GLANCE

BUSINESS PARTNER BENEFIT	PLATINUM \$7500/\$8000	GOLD \$5500/\$5000	SILVER \$4500/\$4000	BRONZE \$3000/\$3500
<b>MEMBERSHIP AND WEBSITE BENEFITS</b>				
Front Page Banner Advertising on Website Homepage	✓			
Advertising on Home Page of NJALA Website with Hyperlink to Company Website	✓	✓	✓	✓
NJALA Chapter Membership List	✓	✓	✓	
Opportunity to be in Business Partner Welcome Video- <b>NEW</b>	✓			
<b>MONTHLY EDUCATIONAL MEETINGS</b>				
Attendance at Monthly Chapter Meetings	2 Reps at Every Meeting	2 Reps at 3 Meetings	2 Reps at 2 Meetings	1 Rep at 1 Meeting
Opportunity for Signage at monthly meeting – <b>NEW</b>	Every Meeting	Sponsored Meeting		
Attendance list provided for educational meetings (upon request) – <b>NEW</b>	✓	Sponsored Meeting		
Company logo on all invitations to monthly meetings - <b>NEW</b>	✓			
<b>ARTICLES</b>				
Feature in the “Meet Our Business Partners Spotlight” - <b>NEW</b>	✓	✓	✓	✓
Opportunity to submit Educational Article to be distributed to all members	✓			
<b>NJALA EVENTS</b>				
Business Partner Symposium – <b>NEW</b>				
<ul style="list-style-type: none"> <li>• Business Partner Symposium Representatives</li> </ul>	3 Reps	2 Reps		
<ul style="list-style-type: none"> <li>• Table at Symposium event</li> </ul>	Premium Location	✓		
<ul style="list-style-type: none"> <li>• Signage in designated areas</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Opportunity to Sponsor Speakers/Food/Items at Symposium</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Introduction of First Keynote Speaker</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Introduction of Sponsored Speaker</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Opportunity to Purchase Ad in Symposium Program</li> </ul>	Full Page Included	✓	✓	✓
<b>Managing Partner Night</b>				
<ul style="list-style-type: none"> <li>• Company Name and Logo Featured on Event Invitations</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Invitations to Event</li> </ul>	2 Reps			
<ul style="list-style-type: none"> <li>• Company Name and Logo Displayed</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Featured Sponsor with Recognition of Platinum Sponsorship</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Speaking Opportunity to Welcome Attendees</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Presentation of Company Profile Prior to Key Note Speaker</li> </ul>	✓			
<ul style="list-style-type: none"> <li>• Introduction of Keynote Speaker</li> </ul>	✓			

<b>BUSINESS PARTNER BENEFIT</b>	<b>PLATINUM \$7500/\$8000</b>	<b>GOLD \$5500/\$5000</b>	<b>SILVER \$4500/\$4000</b>	<b>BRONZE \$3000/\$3500</b>
June Social				
<ul style="list-style-type: none"> <li>• Invitations to Event</li> </ul>	2 Reps	2 Reps	2 Reps June Social <u>or</u> Dec. Social	1 Rep June Social <u>or</u> Dec. Social
December Social				
<ul style="list-style-type: none"> <li>• Invitations to Event</li> </ul>	2 Reps	2 Reps	2 Reps June Social <u>or</u> Dec. Social	1 Rep June Social <u>or</u> Dec. Social
Business Partner Appreciation Night				
<ul style="list-style-type: none"> <li>• Invitations to Event</li> </ul>	3 Reps	2 Reps	1 Rep	1 Rep
<b>ADDITIONAL BENEFITS</b>				
Concierge Support from Dedicated NJALA Business Partner Committee Member	✓	✓	✓	✓
Opportunity for Seat on Business Partner Advisory Committee	Guaranteed	✓	✓	✓
Right of First Renewal for Current Sponsorship	✓			
Opportunity to Attend/Sponsor Charity Event through NJALA	✓	✓	✓	✓
Opportunity to Attend Book Club through NJALA - <b>NEW</b>	✓	✓	✓	✓
Opportunity to Sponsor Happy Hour Meet and Greet	✓	✓		