



*Advancing the Association Community in California*

## ***CalSAE Premier Partnership Program*** (Offered exclusively to CalSAE Associate Members)

***CalSAE leads the way in providing opportunities that will build relationships in the association market.***

CalSAE's ***Premier Partnership Program*** provides a year-round presence to build professional relationships with key decision-makers, increase valuable contacts, and provide greater visibility and exposure for your company. As a Premier Partner, you will expand your network of key decision-makers, improve awareness of your products and services, gain greater knowledge of associations, and visibly demonstrate your commitment to the association community.

***NOTE: Signups for the three levels of the Premier Partnership Program begin immediately and will be accepted on a first-come, first-serve basis. Implementation of the program is July 1, 2010, through June 30, 2011.***

### **Platinum Partner – SOLD OUT – \$15,000 (valued in excess of \$29,000)**

- Company logo & hyperlink to be on all e-mail blasts to members (\$9,000 value)
- Marketing pieces to be available for distribution at all 16 regional events. Includes one 3-minute podium opportunity at a luncheon for each region (4 total) (\$6,000 value)
- Top placement of company logo to be on the homepage of CalSAE's Web site, with hyperlink back to the sponsor's Web site - offered for a period of **six months** (\$6,000 value)
- Top placement of company logo in *The Executive*, CalSAE's magazine. (\$2,000 value)
- Company members who attend events will be given nametag ribbons identifying the Company as Platinum Partner (\$2,000 value)
- Access to membership mailing labels: 4 sets per year (\$600 value)
- Executive Education Sponsor – introduce the speaker two times per year (\$1,000 value)
- Sales brochure in New Member Packet (\$1,000 value)
- Complimentary attendance for two to all regional events, 16 lunches which includes education sessions (\$1,000 value)
- Acknowledgement in Annual Meeting Registration Materials (\$500)

### **Gold Partner – \$7,500 (valued in excess of \$14,000)**

#### ***Two opportunities offered per year – ONE OPPORTUNITY LEFT***

- Company logo & link on the CalSAE website Home Page for two months AND selected sub-page for six months (\$4,000 value)
- Marketing pieces to be available for distribution at 8 regional events – two per region. Includes recognition from the podium at each event in which marketing pieces are distributed (\$3,500 value)
- Company logo & hyperlink to be on all CalSAE e-mail blasts to members for two months (\$2,500 value)
- Prominent placement of Company logo in *The Executive*, CalSAE's magazine (\$1,500 value)
- Access to membership mailing labels: 2 sets per year (\$300 value)
- One complimentary email blast to CalSAE members including personalized messaging (\$300 value)
- Company members who attend events will be given nametag ribbons identifying the Company as Gold Partner (\$1,500 value)
- Company's Guests may attend all CalSAE events at member rates (\$250 value)
- Acknowledgement in Annual Meeting Registration Materials (\$500)

### **Silver Partner – \$5,000 (valued in excess of \$9,000)**

#### ***Two opportunities offered per year – ONE OPPORTUNITY LEFT***

- Company logo & link on the CalSAE website Home Page for one month AND selected sub-page for three months (\$2,500 value)
- Marketing pieces distributed at 4 regional events – one per region. Includes recognition from the podium at each event in which marketing pieces are distributed (\$2,000 value)
- Company logo & hyperlink to be on all CalSAE e-mail blasts to members for one month (\$1,500 value)
- Company logo in *The Executive*, CalSAE's magazine. (\$1,000 value)
- 2 sets of complimentary membership mailing labels (\$300 value)
- One complimentary email blast to CalSAE members including personalized messaging (\$300 value)
- Company members who attend events will be given nametag ribbons identifying the Company as Silver Sponsor (\$1,000 value)
- Acknowledgement in Annual Meeting Registration Materials (\$500)