

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, 2011 through June 30, 2012.

Platinum Partner – ONE OPPORTUNITY LEFT – \$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 a Platinum Partner (\$2,000 value)
- Access to membership mailing labels: 4 sets per year (\$600 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 value)

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

Two opportunities offered per year

- 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 a 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 value)

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

Three opportunities offered per year

- 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 a Silver Sponsor (\$1,000 value)
- Acknowledgement in Annual Meeting Registration Materials (\$500 value)