

Mid-Atlantic Society of Association Executives

MASAE

Advancing the Profession of Association Management



Annual Partners Program 2012

Designed to enable Associate Members of MASAE to display their support and commitment to the Mid-Atlantic Association Community while also building brand loyalty for the sponsoring company.



Annual Partners Program

Mid-Atlantic Society of Association Executives Annual Partners Program for 2012

The MASAE **Partners Program** is designed for associate members of MASAE to display their support and commitment to the Association Communities of New Jersey, Pennsylvania and Delaware. The **Partners Program** builds brand loyalty while delivering significant marketing advantages and exposure to the over 300 members of the MASAE.

While several of the sponsor programs are linked to individual MASAE events, such as the Annual Conference & Exhibition, golf outing, and monthly seminars, MASAE Association Partners may sponsor individual events and activities as well. This sponsorship program enables active associate members of MASAE to annually budget for their level of sponsorship and have a clear understanding of the many benefits of each sponsorship level available throughout each calendar year.

Sponsorship dollars help MASAE underwrite the expenses of serving the Mid-Atlantic association community including providing scholarships to deserving members for their career advancement goals. MASAE thanks all our associate members for your support and for your investment in growing MASAE in the future. Our new **Partners Program** will help you manage your investment yearly and grow your visibility in the association market.

Mid-Atlantic Society of Association Executives

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Annual Platinum Program

Annual Platinum Sponsorship

\$10,000—Only Two Available

Platinum Sponsorship places you at the head of the pack and offers excellent opportunities to network with the decision-makers of Mid-Atlantic associations and meeting planners for one full calendar year!

Take A Look At What You Receive As A Platinum Sponsor!

Special Opportunities Available Only To Platinum Sponsors

MASAE Web Site Banner Ad: As a Platinum Sponsor, you will receive one year of banner advertising as part of your sponsorship package. **Placement is available on pages of the MASAE website on a first-come, first-paid basis.** (\$1,200 value).

MASAE Annual Conference & Exhibition: One free booth at MASAE Annual Conference & Exhibition and special platinum sponsor signage. (\$750 value)

- One full page advertisement in the **MASAE Membership Directory.** (\$600 value)
- Logo on the Trade Show bag given to all attendees at the **Annual Conference & Exhibition.**
- Sponsor of **three (3) seminars** with opportunity to address the MASAE attendees and present services and literature. (\$900 value)
- **Four transferable registrations** at MASAE events of choice.
- **Sponsor of breakfast keynote speaker** and presentation at **Annual Conference & Exhibition** with logo on signage. (\$2,500 value)

“**Hole In One**” Sponsor at **MASAE Annual Golf Outing.** (\$175 value)

Company listing on the **MASAE retractable banner** displayed at all events.

Prominent company recognition as a Platinum Sponsor in each of the issues of **PACE magazine.**

Sponsor logo in 5 issues of **MASAE bi-monthly e-Newsletter.**



Annual Gold Program

Annual Gold Sponsorship

\$5,000—Only Three Available

Take A Look At What You Receive As A Gold Sponsor!

Special Opportunities Available Only To Gold Sponsors

MASAE Website Ad: As a Gold Sponsor, you will receive one month of advertising as part of your sponsorship package. Months will be assigned on a first-come, first-paid basis. (\$100/month value)

MASAE Annual Conference & Exhibition: One **table-top booth** at **Annual Conference & Exposition**. (\$475 value)

Half page full color advertisement in the issue of choice in **PACE magazine**. (\$800 value)

Half page advertisement in the **MASAE Membership Directory**. (\$300 value)

Sponsor of **two (2) seminars** with opportunity to address the MASAE attendees and present services and literature. (\$600 value)

Two transferable registrations at MASAE events of choice.

Recognition as a Gold Sponsor in each of the issues of **PACE magazine**.

Company listing prominently listed as a featured Gold Sponsor member on the **MASAE retractable banner displayed** at all MASAE events.

Sponsor of closing keynote speaker and presentation at **Annual Conference & Exhibition** with logo on signage. (\$1,500 value)

Company listing in **MASAE Annual Member Directory** as a Gold Sponsor.

Sponsor logo in 3 issues of **MASAE bi-monthly e-Newsletter**.

Individual hole sponsor at **MASAE Annual Golf Outing**. (\$150 value)



Annual Silver Program

Annual Silver Sponsorship

\$2,500—Only Four Available

Take A Look At What You Receive As A Silver Sponsor!

Special Opportunities Available Only To Silver Sponsors

Listing on the [MASAE website](#) as a Silver Sponsor with a link to your company. (\$250 value)

Company recognition as an annual Silver Sponsor in the **Annual Membership Directory**.

One transferable registration at MASAE event of choice.

Recognition as a Silver Sponsor in each of the issues of [PACE magazine](#).

Web link as a Silver Sponsor in [MASAE's bi-monthly e-Newsletter](#).

Company listing on the **MASAE retractable banner** displayed at all events.

Sponsor of one (1) MASAE seminar with opportunity to present services and literature. (\$300 value)

Sponsor of 3 workshop presentations at **Annual Conference & Exhibition** with logo on signage.
(\$1,000 value)

Individual Hole Sponsor at [MASAE Annual Golf Outing](#). (\$150 value)



Annual Bronze Program

Annual Bronze Sponsorship

\$1,200—Only Five Available

Take A Look At What You Receive As A Bronze Sponsor!

Special Opportunities Available Only To Bronze Sponsors

Listing on the [MASAE website](#) as a Bronze Sponsor with a link to your company.

Company recognition as an annual Bronze Sponsor in the [Annual MASAE Membership Directory](#).

One [transferable registration](#) at MASAE events of choice.

Recognition as a Bronze Sponsor in each of the issues of [PACE magazine](#).

Listing as a Bronze Sponsor in MASAE's bi-monthly [e-Newsletter](#).

[Company listing](#) on the **MASAE retractable banner** displayed at all MASAE events.

Sponsor of **one (1) workshop** presentation at **Annual Conference & Exhibition** with logo on signage. (\$500 value)



Annual Partnership Sponsorship

Annual Partnership Sponsorship

\$500—Unlimited

Take A Look At What You Receive As A Partnership Sponsor!

For less than \$50 a month!

Company recognition as an Annual Partnership Sponsor in the [Annual MASAE Membership Directory](#).

Recognition as a Partnership Sponsor in each of the issues of [PACE magazine](#).

[Company listing](#) on the **MASAE retractable banner** displayed at all MASAE events.

[One transferable registration](#) at a MASAE event of choice.



A La Carte Sponsorship Opportunities

You can choose to supplement your sponsorship package with any of the following items. Or you can pick and choose from this list to sponsor special items and bypass sponsorship altogether. Please remember, there are a limited number of opportunities available. A la carte sponsorships are on a first-come, first-paid basis.

Special A La Carte Sponsorship Opportunities

Annual Conference & Exhibition

- Luncheon with Exhibitors - \$5,000
- Grand Prize Sponsor (Special Signage, Draw the Name at Conference) - \$5,000
- Workshop Sponsor (Program Listing and Sign) - \$1,000
- Beverage Sponsor with Special Signage - \$300

MASAE Annual Golf Outing

- Awards Reception/Dinner - \$1,500
- Luncheon Sponsor With Special Signage - \$1,000
- Golf Cart Sponsor - \$1,000
- Open Bar Sponsor (beer/wine) - \$1,000
- Beverage Cart Sponsor - \$500
- Umbrella Sponsor - \$500
- Logo Balls - \$500
- Special Golf Gift - \$500

Communications Sponsorships

- Company logo and link in MASAE bi-monthly **e-Newsletter** - \$150/month
- Logo ad for one month (web page selection on first-come, first-paid basis) - \$100/month
- PACE magazine** ads, Call 973-283-4347 for rates



Sponsorship Enrollment Form Instructions

All sponsorships are for one calendar year. Sponsorships are available on a first-come, first-paid basis. Payment for sponsorships is expected at time of enrollment. Platinum, Gold, and Silver sponsors may elect to pay 50% of the sponsorship in advance and then two additional payments can be made as follows:

- First payment of 50% due upon signing and submission of this form. (Platinum, Gold, and Silver sponsors only)
- Second payment is due on March 1, 2012. (Platinum, Gold, and Silver sponsors only)
- Third and final payment is due on June 1, 2012. (Platinum, Gold, and Silver sponsors only)

For Bronze, Partnership and A La Carte sponsors, you must pay in full at the time the enrollment form is completed. Please note: If you are a Platinum, Gold, or Silver Sponsor who has elected to purchase additional a la carte sponsorships, the a la carte items can be added to your total when calculating the payments due.

Failure to make payments within 15 days of the due date will result in loss of sponsorship benefits. This enrollment form constitutes a legally binding contract between the sponsor and MASAE. Enrollment is not complete unless payment accompanies this form.



Sponsorship Enrollment Form

Please complete entire form

Primary Contact: _____

Title: _____

Name of Sponsor (EXACTLY as it is to appear on all promotional items and signs): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please choose the sponsor level you are selecting for the calendar year:

- Platinum Sponsor (two available) - \$10,000
- Gold Sponsor (three available) - \$5,000
- Silver Sponsor (four available) - \$2,500
- Bronze Sponsor (five available) - \$1,200
- Partnership Sponsor (unlimited) - \$500

Special A La Carte Sponsorship Opportunities:

Annual Conference & Exhibition

- Luncheon With Exhibitors - \$5,000
- Grand Prize Sponsor (Special Signage, Draw The Name At Conference) - \$5,000
- Workshop Sponsor (Program Listing and Sign) - \$1,000
- Beverage Sponsor With Special Signage - \$300

Golf Outing

- Awards Reception/Dinner - \$1,500
- Golf Cart Sponsor - \$1,000
- Luncheon Sponsor With Special Signage - \$100
- Open Bar Sponsor (beer/wine) - \$1,000
- Beverage Cart Sponsor - \$500
- Umbrella Sponsor - \$500
- Logo Balls - \$500
- Special Golf Gift - \$500

Communications Sponsorships

- Company logo and link in MASAE bi-monthly e-Newsletter - \$150/month
- Logo ad for one month (web page selection on first-come, first-paid basis) - \$100/month
- PACE magazine ads, Call 973-283-4347 for rates

Payment Information

Total of All Sponsorships Due MASAE \$_____

- Platinum, Gold or Silver Sponsors if electing to pay 50% of the sponsorship fee now please check here. Please note you will be billed for the remaining sponsorship fees as indicated on Page 7. Failure to pay the fee will result in loss of sponsorship benefits. This enrollment form constitutes a legally binding contract. MASAE reserves the right to institute collection activity and legal action for failure to pay.

Payment Method

- Check Enclosed for \$_____ payable to MASAE

Please charge my credit Card: Visa MasterCard Discover American Express

Name of Card: _____

Expiration Date: _____

Account Number: _____

CVV Code: _____

**Return form and payment to MASAE, 170 Kinnelon Road, Suite 33, Kinnelon, NJ 07405
or fax with credit card info to 973-838-7124 – Questions? Call 973-283-4347**