



Advancing the Association Community in California

CalSAE Premier Partnership Program

CalSAE leads the way in providing you with opportunities that will build relationships with clients, and help you distinguish yourself from your competition.

In today's marketplace, success is determined by effective relationship building. As a provider of products and services, your success within the association market is dependent upon establishing a visible and credible presence from which to build relationships.

CalSAE's **Premier Partnership Program** provides a foundation for you to establish professional relationships with key decision-makers, create valuable contacts, and provide greater visibility and exposure for your company. As a Premier Partner, you will expand your network, create awareness of your products and services, realize professional friendships, gain greater knowledge of the needs of the association organization, and 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 starting May 15th. Implementation of the program is July 1, 2009, through June 30, 2010.

Platinum Partner – SOLD OUT – \$15,000 (valued at nearly \$24,000)

- Company logo to be on all e-mail blasts (\$5,000 value)
- Marketing pieces to be available for distribution at all 16 regional events (\$5,000 value). Includes one 3-minute podium opportunity at a luncheon for each region (4 total)
- 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** (\$4,000 value)
- Top placement of company logo in *The Executive*, CalSAE's magazine. (\$3,000 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 \$10,000)

Two opportunities offered per year

- Prominent placement of Company logo on CalSAE Web site to be placed on sub-page of your choice for six months (\$2,500 value)
- Marketing pieces to be available for distribution at 8 regional events – two per region (\$2,500 value)
- Recognition from the podium at each event in which marketing pieces are distributed
- Prominent placement of Company logo in *The Executive*, CalSAE's magazine (\$2,500 value)
- Access to membership mailing labels: 2 sets per year (\$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 \$6,500)

Two opportunities offered per year

- Company logo to be on Web site to be placed on remaining sub-page for six months (\$2,000 value)
- Company logo in *The Executive*, CalSAE's magazine. (\$1,500 value)
- Marketing pieces to be available for distribution at 4 regional events – one per region (\$1,250 value)
- Recognition from the podium at each event in which marketing pieces are distributed
- 2 sets of complimentary membership mailing labels (\$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)