



## **CalSAE Premier Partnership Program**

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

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 on March 1, 2006, and will be accepted on a first-come first-serve basis. Implementation of the program runs from July 1, 2006 through June 30, 2007.**

### **Platinum Partner Exclusive Opportunity \$15,000 (valued in excess of \$21,000)**

#### **One opportunity offered per year**

- Company logo to be on all Email blasts (\$5,000 value).
- Marketing pieces to be available for distribution at all 12 regional events (\$5,000 value). Includes one 3 minute podium opportunity at a luncheon for each region (3 total).
- Top placement of company logo to be on homepage of CALSAE's website, with hyperlink back to the sponsor's website. 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 four times per year (\$1,000 value)
- Sales brochure in New Member Packet (\$1,000 value)
- Complimentary attendance for two to all regional events, 12 lunches which includes education sessions (\$600 value).
- Acknowledgement in Annual Meeting Registration Materials (\$500)

### **Gold Partner \$7,500 (valued in excess of \$9,000)**

#### **Two opportunities offered per year**

- Prominent placement of Company logo on CalSAE website to be placed on sub-page of your choice for six months (\$2,500 value).
- Marketing pieces to be available for distribution at 6 regional events – two per region (\$2,500 value).
- 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)**

#### **Four opportunities offered per year**

- Company logo to be on website 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 3 regional events – one per region (\$1,250 value).
- 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)