



2018 BUSINESS PARTNER PROGRAM



PLATINUM SPONSOR
\$7,500.00
One sponsorship available per year

MEMBERSHIP AND WEBSITE BENEFITS

- Prominent advertising, including recognition as Platinum Sponsor, on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Presentation of one educational workshop at monthly day session
- Attendance for up to two representatives at every monthly meeting – **EXCLUSIVE**

ARTICLES AND NEWSLETTERS

- Sponsorship prominently displayed in all Chapter newsletters
- Subscription to all publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Opportunity to submit one Spotlight article in one edition of Chapter newsletter – **EXCLUSIVE**
- Hyperlink to company website included in all Chapter newsletters

NJALA EVENTS

- Business Partner Expo
 - Invitation for three representatives to attend – **EXCLUSIVE**
 - One table provided with Premium location
 - Full page ad in NJALA Business Partner Resource Directory - **EXCLUSIVE**
- Managing Partner Night
 - Company name and logo prominently featured on invitation to event, which is distributed to all Chapter members – **EXCLUSIVE**
 - Two invitations (up to three additional invites for additional fee) - **EXCLUSIVE**
 - Company name and logo prominently displayed – **EXCLUSIVE**
 - Featured Sponsor with recognition of Platinum Level Sponsorship - **EXCLUSIVE**
 - Speaking opportunity to welcome attendees – **EXCLUSIVE**
 - Presentation (5 min) of company profile prior to Keynote speaker - **EXCLUSIVE**
 - Introduction of Keynote speaker – **EXCLUSIVE**
- June Social and December Holiday Party
 - Invitation for two representatives to attend each event
- Business Partner Appreciation Night
 - Invitation for two representatives to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Guaranteed seat on Business Partner Advisory Committee – **NEW & EXCLUSIVE**
- Right of first refusal of Platinum Sponsorship – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets



GOLD SPONSOR

\$5,000.00

MEMBERSHIP AND WEBSITE BENEFITS

- Prominent advertising, including recognition as Gold Sponsor, on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Presentation of one educational workshop at monthly day session
- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to presenter
- Attendance of two representatives at three monthly meetings

ARTICLES AND NEWSLETTERS

- Sponsorship prominently displayed in one Chapter newsletter
- Subscription to three publications of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Hyperlink to company website in one edition of Chapter newsletter

NJALA EVENTS

- Business Partner Expo
 - Invitation for two representatives to attend
 - One table provided with Premium location
 - Half page ad in NJALA Business Partner Resource Directory - **EXCLUSIVE**
- June Social and December Holiday Party
 - Invitation for two representatives to attend each event
- Business Partner Appreciation Night
 - Invitation for two representatives to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets



SILVER SPONSOR

\$4,000.00

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising on homepage of NJALA website with hyperlink to company website
- Provided with updated membership directory

EDUCATIONAL WORKSHOPS AND MEETINGS

- Presentation of one educational workshop at monthly day session
- Attendance for two representatives at two monthly meetings

ARTICLES AND NEWSLETTERS

- Subscription to two publications of Chapter Newsletter
- Opportunity to submit one Educational article in one edition of Chapter newsletter
- Hyperlink to company website, with sponsorship displayed, included in one edition of the Chapter newsletter

NJALA EVENTS

- June Social and December Holiday Party
 - Invitation for two representatives to attend either the June or December event
- Business Partner Appreciation Night
 - Invitation for one representative to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Silver Sponsorship does not include our Business Partner Expo, but there is an opportunity to participate, as follows:

- Table plus full page ad - \$1,400.
- Table plus half page ad - \$1,150.
- Table only - \$750.
- Full page ad only in Business Partner Resource Directory - \$775.
- Half page ad only in Business Partner Resource Directory - \$500.



BRONZE SPONSOR

\$2,500.00

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising on homepage of NJALA website with hyperlink to company website

EDUCATIONAL WORKSHOPS AND MEETINGS

- Attendance for one representative at one monthly meeting

ARTICLES AND NEWSLETTERS

- Subscription to one publication of the Chapter newsletter
- Opportunity to submit one Educational article in one edition of the Chapter newsletter
- Hyperlink to company website, with sponsorship displayed, included in one edition of the Chapter newsletter

NJALA EVENTS

- June Social and December Holiday Party
 - Invitation for one representative to attend either the June or December event
- Business Partner Appreciation Night
 - Invitation for one representative to attend

ADDITIONAL BENEFITS

- Concierge support from dedicated NJALA Business Partner Committee Member – **NEW**
- Opportunity to be selected for a seat on Business Partner Advisory Committee – **NEW**
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year

The Bronze Sponsorship does not include our Business Partner Expo, but there is an opportunity to participate, as follows:

- Table plus full page ad - \$1,400.
- Table plus half page ad - \$1,150.
- Table only - \$750.
- Full page ad only in Business Partner Resource Directory - \$775.
- Half page ad only in Business Partner Resource Directory - \$500.



NJALA BUSINESS PARTNER PROGRAM – Runs April 1st through March 31st. EXPO TABLES & ADS are NOT included in program package except where indicated.

PROGRAM BENEFIT SUMMARY	PLATINUM \$7,500	GOLD \$5,000	SILVER \$4,000	BRONZE \$2,500
EXPO TABLE	1 TABLE	1 TABLE		
EXPO REPRESENTATIVES	3 REPS	2 REPS		
EXPO AD	FULL PAGE AD	½ PAGE AD		
BUSINESS PARTNER APPRECIATION NIGHT	2 REPS	2 REPS	1 REP	1 REP
NEWSLETTER (circulated to all chapter members)	ALL PUBLICATIONS	3 PUBLICATIONS	2 PUBLICATIONS	1 PUBLICATION
NEWSLETTER EDUCATIONAL ARTICLE (circulated to all chapter members)	1 ARTICLE	1 ARTICLE	1 ARTICLE	1 ARTICLE
NEWSLETTER SPOTLIGHT ARTICLE (circulated to all chapter members)	EDUCATIONAL ARTICLE IN 1 EDITION	COMPANY LINK IN 1 EDITION		
MANAGING PARTNER NIGHT*	2 REPS (See Notes Below)			
MONTHLY LUNCH EDUCATION SESSION	PRESENT 1 EDUCATIONAL WORKSHOP	PRESENT 1 EDUCATIONAL WORKSHOP	PRESENT 1 EDUCATIONAL WORKSHOP	
MONTHLY CHAPTER MEETINGS (PART 1)	2 REPS AT EVERY MEETING	2 REPS AT 3 MEETINGS	2 REPS AT 2 MEETINGS	1 REP AT 1 MEETING
MONTHLY CHAPTER MEETINGS (PART 2)	<i>(SPEAKS AT MANAGING PARTNER NIGHT)</i>	SPONSOR 1 MTG-OPPTY TO SPEAK PRIOR TO THIS MEETING		
DECEMBER HOLIDAY PARTY/ & JUNE SOCIAL PARTY	2 REPS DEC and 2 REPS JUNE	2 REPS DEC and 2 REPS JUNE	2 REPS DEC or 2 REPS JUNE	1 REP DEC or 1 REP JUNE
CHAPTER MEMBERSHIP LIST	LIST PROVIDED	LIST PROVIDED	LIST PROVIDED	
NJALA WEBSITE ADS	LINK TO WEBSITE 1 YEAR	LINK TO WEBSITE 1 YEAR	LINK TO WEBSITE 1 YEAR	LINK TO WEBSITE 1 YEAR

*Managing Partner Night Business Partner participation is for Platinum level only – includes 2 Reps to attend (up to 3 additional Reps for added fee). Also includes 5 minute presentation of company profile prior to guest speaker. Company name & logo included in notice for Managing Partner Night. Company sign prominently displayed at evening reception.

PROGRAM BENEFIT SUMMARY	PLATINUM \$7,500	GOLD \$5,000	SILVER \$4,000	BRONZE \$2,500
Opportunity to submit educational article for publication to entire NJALA membership	✓	✓	✓	✓
Representation opportunity on Business Partner Advisory Committee	✓	✓	✓	✓
Premium location for EXPO table	✓	✓		
Company website hyperlinked on NJALA website for one year	✓	✓	✓	✓
Opportunity to Sponsor charity event(s) offered through NJALA throughout the year	✓	✓	✓	✓
Subscription to NJALA Newsletter	✓	✓	✓	✓
Opportunity to Sponsor Happy Hour Meet & Greet	✓	✓		
Concierge Support from dedicated NJALA Business Partner Committee Member	✓	✓	✓	✓