

2019 BUSINESS PARTNER SPONSORSHIP PROGRAM

DIAMOND SPONSOR 1 AVAILABLE • \$20,000

EVENTS: 40 event invitations; Access to event RSVP lists; Sponsor keynote speaker and deliver introduction at unlimited educational seminars; Sponsor of Benefits of Membership Meeting; Provide marketing materials for Benefits of Membership Meeting welcome packet; 2 representatives to Benefits of Membership Meeting; Provide marketing materials to be distributed at Change of Gavel; Preferred seating at Change of Gavel and Annual Meeting

NEWSLETTER: Highlighted as sponsor of *Capital Connection*; 4 spotlight articles; 12 leaderboard ads (728 x 90 px) with link to sponsor website

WEBSITE: 5 login accounts and mailing list subscriptions; Access online membership directory; Unlimited job board posts; Unlimited white papers; Unlimited webinar recordings

ADDITIONAL: Unlimited downloads of membership directory; 4 social media announcements per month; Weekly sponsor of News in the Capital Chapter email to members; Sponsor of ALACC Salary Survey; Opportunity to serve on Education Committee; Opportunity to serve on Scholarship Selection Committee; Sponsor of Ed Ross Scholarship; Receive weekly news email; Exhibit space, if applicable

PLATINUM SPONSOR 6 AVAILABLE • \$15,000

EVENTS: 30 event invitations; Access to event RSVP lists; Sponsor keynote speaker and deliver introduction at 1 educational seminar; Provide marketing materials for Benefits of Membership Meeting welcome packet; 1 representative to Benefits of Membership Meeting; Provide marketing materials to be distributed at one networking event; Preferred seating at Change of Gavel and Annual Meeting

NEWSLETTER: 3 spotlight articles; 12 rectangle ads (300 x 250 px) with link to sponsor website

WEBSITE: 4 login accounts and mailing list subscriptions; Access online membership directory; Unlimited job board posts; 4 white papers per month; 4 webinar recordings per month

ADDITIONAL: 5 downloads of membership directory; 3 social media announcements per month; Bimonthly sponsor of weekly News in the Capital Chapter email to members; Sponsor of ALACC Salary Survey; Opportunity to serve on Education Committee; Opportunity to serve on Scholarship Selection Committee; Receive weekly news email; Exhibit space, if applicable

GOLD SPONSOR 12 AVAILABLE • \$10,000

EVENTS: 20 event invitations; Access to event RSVP lists; Highlighted as sponsor of educational seminar meals and breaks; Provide marketing materials for Benefits of Membership Meeting welcome packet

NEWSLETTER: 2 spotlight articles; 12 skyscraper ads (120 x 600 px) with link to sponsor website

WEBSITE: 3 login accounts and mailing list subscriptions; Access online membership directory; 50 job board posts per quarter; 2 white papers per month; 2 webinar recordings per month

ADDITIONAL: 4 downloads of membership directory; 2 social media announcements per month; Opportunity to serve on Scholarship Selection Committee; Receive weekly news email; Exhibit space, if applicable



**Capital
Chapter**

SILVER SPONSOR 50 AVAILABLE • \$5,000

EVENTS: 10 event invitations; Access to event RSVP lists

NEWSLETTER: 12 vertical banner ads (120 x 240 px) with link to sponsor website

WEBSITE: 2 login accounts and mailing list subscriptions; Access online membership directory; 30 job board posts per quarter; 1 white paper per month; 1 webinar recording per month

ADDITIONAL: 1 Partner of the Week feature; 3 downloads of membership directory; 1 social media announcement per month; Exhibit space, if applicable

ASSOCIATE SPONSOR UNLIMITED • \$1,500

WEBSITE: 1 login account and mailing list subscription; 5 job board posts per quarter; 1 white paper per quarter; 1 webinar recording per quarter

ADDITIONAL: 1 social media announcement per quarter; Opportunity to purchase exhibit space, if applicable

ALL SPONSORS


- Profile in Business Partner Directory with logo, 2 contacts, industry categories, company description, and links to submitted content
- Featured in Business Partner Catalog postcard mailed to members
- Receive monthly electronic *Capital Connection* newsletter
- Submitted content featured in weekly news email to members
- Opportunity to submit presentation topics for community meetings
- Opportunity to leverage member incentive game
- Receive electronic sponsorship guide
- Unlimited invitations to Community Service events
- Invitation to New Business Partner Orientation
- Right of first acceptance at sponsorship level

PACKAGE COMPARISON AT A GLANCE

	Diamond	Platinum	Gold	Silver	Associate
Preferred Seating (Holiday Lunch & Change of Gavel)	✓	✓			
Benefits of Membership Meeting attendance ^o	2 Representatives	1 Representative			
Invitation to serve on Education Committee & Toni K. Allen Scholarship Selection Committee	✓	✓			
Community Service Event attendance ^o	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Event Invitations	40	30	20	10	
Access to event RSVP lists	✓	✓	✓	✓	
Membership directory downloads	Unlimited	5	4	3	
Participation in membership incentive game	✓	✓	✓	✓	✓
Event/Meeting Sponsorship acknowledgement	Benefits of Membership Meeting, unlimited educational sessions	1 Educational Session	Educational Session Lunches		
Monthly Capital Connection Newsletter Spotlight Articles	4	3	2		
Exhibit space, when applicable	✓	✓	✓	✓	Additional Fee
Additional resource sponsorship acknowledgement/visibility	Ed Ross Scholarship, Salary Survey, Capital Connection Newsletter	Salary Survey			
White paper submissions	Unlimited	4/month	2/month	1/month	1/quarter
Webinar/other media submissions	Unlimited	4/month	2/month	1/month	1/quarter
Social Media Announcements	4/month	3/month	2/month	1/month	1/quarter
Opportunity to submit marketing materials	Benefits of Membership Meeting, Change of Gavel	Benefits of Membership Meeting	Benefits of Membership Meeting		
Profile in online Business Partner Directory	✓	✓	✓	✓	✓
Inclusion on Business Partner Catalog postcard	✓	✓	✓	✓	✓
Advertising in monthly Capital Connection online newsletter	12 Leaderboard Ads (728x90 px)	12 Rectangle Ads (300x250 px)	12 Skyscraper Ads (120x600 px)	12 Vertical Banner Ads (120 x 240 px)	
Weekly News in the Capital Chapter email sponsorship acknowledgement/visibility	Weekly	Bi-monthly			
Partner of the Week feature				✓	
Job Board posts	Unlimited	Unlimited	50/quarter	30/quarter	5/quarter
Online access accounts & mailing list subscriptions	5	4	3	2	1
Opportunity to submit potential presentation topics for monthly community meetings	✓	✓	✓	✓	✓

^oDoes not require the use of an event invitation

2019 CALENDAR OF EVENTS**

January	February	March	April
TBD Lunch & Learn	6 Lunch & Learn: Hot Topics in HR 21 Quarterly Networking Lunch TBD New Business Partner Orientation	7 Lunch & Learn: Diversity & Inclusion 28 Change of Gavel	4 Lunch & Learn: Design Thinking Lab 14-17 ALA Annual Conference Grapevine, TX 18 Networking Happy Hour
May	June	July	August
2 Lunch & Learn 9 Quarterly Networking Lunch	13 Lunch & Learn 27 Benefits of Membership Meeting	11 Quarterly Networking Lunch & Scholarship Celebration 18 Lunch & Learn	TBD Lunch & Learn
September	October	November	December
12 Business Partner Appreciation TBD Lunch & Learn	17 Quarterly Networking Lunch TBD Lunch & Learn	14 Networking Happy Hour & Silent Auction TBD 2020 Business Partner Program Rollout	5 Annual Meeting Holiday Lunch 

**EVENTS Events and event dates are subject to change. Visit www.alacapchap.org/calendar for our most current event information.

EVENT INVITATIONS May be used at the sponsor's discretion throughout the sponsorship year for any event that is not member-exclusive. Business Partner Appreciation event includes additional invitation for sponsorship packages with event attendance.