



Sponsorship Agreement

Nonprofit LIVE Series

I agree to sponsor:

Sessions : _____ Date : _____ In the amount of : _____

Company : _____

Address : _____

City : _____ State : _____ Zip Code : _____

Sponsor Contact : _____ Title : _____

E-mail Address : _____ Daytime Phone : _____

Sponsor Signature : _____ Date : _____

Please provide the contact information for the person whom we may coordinate with regarding additional marketing materials from your firm.

Marketing Contact: _____

E-mail Address: _____ Daytime Phone: _____

Please return completed form to sales@associationtrends.com or mail to

Association TRENDS

Attn: TRENDS Live

4340 East-West Highway, Suite 300

Bethesda, MD 20814



The Salute to Association Excellence



The Capital Hilton, Washington, DC
March 4, 2016

ABOUT THE EVENT

Known as the industry event to attend, the awards luncheon draws a crowd of over 500 leading association professionals each year. This annual event honors the Association Executive of the Year, Association Partner of the Year, Young & Aspiring Professionals and winners of the TRENDS All Media Communications Contest. Don't miss out on your opportunity to be a part of this prestigious event.

WHO ATTENDS

Each year hundreds of top association executives attend the Salute. In addition to executive directors, CFOs and senior leadership there is also a large representation of top association communications and marketing executives who are there to receive honors in the Association TRENDS All Media Awards. Sponsorship opportunities are also available for the breakfast.

- ▶ **70%** of attendees are director level and above. Most commonly registered titles include Executive Director, CEO, CFO & Director of Communications
- ▶ **85%** of attendees have served in the association community for 5 or more years
- ▶ **35%** of attendees have served in the association community for 12 or more years
- ▶ **90%** of communications and marketing attendees use outside vendors to produce print, email or membership campaigns





The Salute to Association Excellence



SALUTE SPONSORSHIP: \$9,000

Sponsorship of the Salute to Association Excellence of the Year Awards Luncheon includes:

- ▶ Five (5) staff registration passes;
- ▶ Fifteen (15) registration passes, including facilitation and invitations, for sponsors to offer nonprofit executives to attend the awards luncheon as their guests (a \$99 savings to them);
- ▶ Private VIP reception with honorees and VIP guests on the day of the event;
- ▶ Complimentary invitations for registered staff to attend an exclusive VIP reception to network with current and previous honorees, nominees, and other VIP association executives prior to the luncheon

- ▶ Sponsor logo and active link to sponsor website prominently featured on www.AssociationTRENDS.com/salute, active year-round;

- ▶ Sponsor logo recognition on all promotional collateral with more than 115,000 impressions through e-mail blasts, as well as approximately 3,000 through direct mail;

- ▶ Signage at event designating your company as a sponsor;

- ▶ Sponsor logo on event postcard invitation sent to approximately 3,000 association executives;

- ▶ Logo recognition in event program, including one (1) full-page ad;

- ▶ Literature or company collateral placement in attendee gift bag;

- ▶ Recognition in event press release;

- ▶ Pre-event confidential attendee list available one week prior to the event including full contact information with mailing and e-mail addresses;

- ▶ Post-event confidential attendee list following the event including full contact information with mailing and e-mail addresses;

- ▶ Invitation to attend annual Sponsorship Planning Luncheon in December prior to the event;

- ▶ Verbal acknowledgement and thanks from the podium during opening remarks of the ceremony; and,

- ▶ Industry exclusivity as a sponsor (i.e. we will not accept competing sponsors within the same industry that sell similar products and services).



*Presidential Ballroom at
The Capital Hilton*



Sponsor logos displayed on stage



VIP Networking Reception



The Salute to Association Excellence



MARKETING AND PROMOTIONS CALENDAR

- 10.12.15** Call for Nominations Email Round 1 (15,000)
- 10.21.15** Call for Nominations Email Round 2 (15,000)
- 11.02.15** Vendor of the Year Announcement Email (15,000)
- 12.1.15** Honoree Announcement Promotional Email (15,000)
- 1.04.16** Postcard Promotional Mailing (3,000)
- 1.04.16** All Media Honorees Announcement Promotional Email (15,000)
- 2.01.16** Sponsor specific guest invitations to be sent (100 per sponsor)
- 2.03.16** Event Details & Registration Promotion Round 1 (15,000)
- 2.08.16** Event Details & Registration Promotion Round 2 (15,000)
- 2.17.16** Event Details & Registration Promotion Round 3 (15,000)
- 2.23.16** Event Details & Registration Promotion LAST CHANCE (15,000)
- ONGOING:** Twitter, print and online advertising via Association TRENDS

IMPORTANT DATES AND DEADLINES FOR SPONSORS:

- 11.09.15** Contracts to be signed and delivered for inclusion in full marketing and promotion campaign. Please fax signed contracts to 202-464-1775. Logos to be delivered to Jamie Herring (jherring@columbiabooks.com)
- 1.08.16** Sponsor Luncheon & Planning Meeting
- 1.4.16** Excel spreadsheet of top 100 nonprofit guest invitation contact details to be delivered to Jamie Herring (jherring@columbiabooks.com). Must include first name, last name, organization, title and email address
- 1.22.16** Deadline for full page ads to be delivered
- 2.24.16** Attendee gifts/bag inserts to be delivered to Association TRENDS' office
- 3.4.16** Salute to Association Excellence at The Capital Hilton in Washington, DC.



The Salute to Association Excellence



FULL-PAGE PROGRAM ADVERTISEMENT SPECIFICATIONS:

Full page NONBLEED: 7.5" wide x 10" deep

Full page BLEED: Actual size is 8.5" x 11" but bleed by a quarter-inch around (9"x 11.5")

Format: Ads must be full-color, high resolution JPEG or PDF format

Please email files to Jamie Herring – jherring@columbiabooks.com no later than January 22, 2016

GIFT BAG INSERT DELIVERY:

Literature or company collateral for placement in attendee gift bags should be delivered no later than February 24, 2016 to:

Jamie Herring

Association TRENDS

4340 East-West Highway, Suite 300

Bethesda, MD 20814

HOW DO I GET INVOLVED?

Leave a lasting impression on attendees and get involved today! Please contact Brittany Carter via phone, (240) 235-0270 or e-mail, bcarter@columbiabooks.com



CHUCK FAZIO

**2013 Honoree John Graham IV,
ASAE: The Center for Association Leadership**



VIP Reception Invitation



WHY SPONSOR?

This is the perfect opportunity to mix, mingle and share your products and services with CEO's, C-suite executives and top communications professionals at associations and nonprofits. Deliver your message to an audience of over 500 key decision makers. This is a fantastic opportunity to celebrate and network with leaders of the association community while making lasting contacts.



PAST EXECUTIVE OF THE YEAR HONOREES

2015- John Engler, *Business Roundtable*
 2014 - Susan K. Neely, CAE, *The American Beverage Association*
 2013 - John Graham IV, ASAE: *The Center for Association Leadership*
 2012 - Gary LaBranche, CAE *Association for Corporate Growth*
 2011 - Barry C. Melancon, CPA *American Institute of CPAs*
 2010 - Norbert R. Ryan, USN-Ret. *Military Officers Assn of America*
 2009 - Connie Tipton *International Dairy Foods Association*
 2008 - Roger Dow *U.S. Travel Association*
 2007 - Thomas J. Donohue *U.S. Chamber of Commerce*
 2006 - H. Cris Collie III, CAE *Worldwide ERC*
 2005 - Anne L. Bryant, EdD, CAE *National School Boards Assn*
 2004 - Steven C. Anderson, CAE *Natl Assn of Chain Drug Stores*
 2003 - Neil Offen, CAE *Direct Selling Association*

2002 - Barbara Belmont, CAE *American School Food Service Assn*
 2001 - John Cox, CAE *American Assn of Pharmaceutical Scientists*
 2000 - Thomas R. Kuhn, CAE *Edison Electric Institute*
 1999 - Quincalee Brown, CAE *Water Environment Federation*
 1998 - Frank McCarthy *National Automobile Dealers Assn*
 1997 - Red Cavaney, CAE *American Petroleum Institute*
 1996 - R. William Taylor, CAE *ASEA*
 1995 - Ray Roper, CAE *Printing Industries of America*
 1994 - Richard L. Leshner, CAE *U.S. Chamber of Commerce*
 1993 - William Nelligan, CAE *IMS Americas Strategic Partners*
 1993 - Robert A. Roland *Chemical Manufacturers Association*
 1992 - William E. Smith *SmithBucklin*
 1991 - Clifford M. Clarke, CAE *Arthritis Foundation*

Previous Sponsors Include





Sponsorship Agreement

The Salute to Association Excellence, March 4, 2016
The Capital Hilton, Washington, DC



() I agree to sponsor the 2016 Salute to Association Excellence:

Sponsor Signature: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsor Contact: _____ Title: _____

E-mail Address: _____ Daytime Phone: _____

Please provide the contact information for the person whom we may coordinate with regarding additional marketing materials from your firm.

Marketing Contact: _____

E-mail Address: _____ Daytime Phone: _____

Please return completed form to Jamie Herring at jherring@columbiabooks.com
or mail to **Association TRENDS, Attn: Salute to Association Excellence, 4340 East-West Highway, Suite 300, Bethesda, MD 20814**



Sponsorship Opportunity



2016 SPONSORSHIP OPPORTUNITY

This is your opportunity to share your products and services while networking with CEOs, CFOs and board members of the nonprofit community! Deliver your message to a targeted audience of over 350+ key decision makers in nonprofit leadership, and make direct contact with current and potential clients, while celebrating the leaders in this field!

EVENT SPONSORSHIP

- ▶ Five (5) staff registration passes;
- ▶ Fifteen (15) registration passes, including facilitation and invitations, for sponsor to offer nonprofit client and prospect executives to attend the awards luncheon as their guests (a \$79 savings to them)
- ▶ Sponsor featured in “Advice to the Incoming Honorees” video shown at luncheon to approximately 350+ key decision makers in nonprofit leadership;
- ▶ Complimentary invitations for registered staff to attend an exclusive VIP reception to network with current and previous honorees, nominees, and other VIP nonprofit executives prior to the luncheon;
- ▶ Sponsor logo and active link to sponsor website prominently featured on www.NonprofitCFOAward.com, active year-round;
- ▶ Sponsor logo recognition on all promotional collateral with more than 150,000 impressions through e-mail blasts, as well as approximately 5,000 through direct mail;
- ▶ Signage at event designating your company as a sponsor;
- ▶ Sponsor logo on event postcard invitation sent to approximately 3,000 nonprofit executives;
- ▶ Logo recognition in event program, including one (1) full-page full color ad (7.5”x10”);
- ▶ Literature or company collateral placement in attendee gift bag;
- ▶ Pre-event confidential attendee list available one week prior to the event including full contact information with mailing and e-mail addresses;
- ▶ Post-event confidential attendee list following the event including full contact information with mailing and e-mail addresses;
- ▶ Verbal acknowledgment and thanks from the podium during opening remarks of the ceremony; and,
- ▶ Industry exclusivity as a sponsor (i.e. we will not accept competing sponsors within the same industry that sell similar products and services).



Event Signage on Stage



Private VIP Reception Event



Event Signage at Registration Table