

2021-2022 BUSINESS PARTNER PROGRAM



GOLD SPONSOR

\$5,500.00

15% DISCOUNT (\$4,675.00) IF BUSINESS PARTNER FOR 2020-2021 YEAR - **NEW**

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising, including recognition as Gold Sponsor, on homepage of NJALA website with hyperlink to company website
- Complete membership directory provided, including updates

EDUCATIONAL MEETINGS

- Sponsorship and opportunity to speak at one monthly Chapter meeting about your company's advantages prior to educational presenter (in-person or virtual) - **EXCLUSIVE**
- Attendance of two representatives at three monthly meetings (in-person) – **EXCLUSIVE**
- Attendance of unlimited representatives at unlimited meetings (virtual)
- Provided with attendance list for sponsored monthly meeting (upon request)

ARTICLES/"FACE TO FACE" VIRTUAL OPPORTUNITIES

- Feature in the "Meet Our Business Partners Spotlight" with digital hyperlink to website
- Opportunity to participate in unlimited "Shout Outs" with digital hyperlink to website
- Opportunity to participate in at least one "Cup of Conversation" – **EXCLUSIVE**
- Opportunity to submit one "30 Seconds of Fame" video with digital hyperlink to website - **NEW AND EXCLUSIVE**

NJALA EVENTS

- Business Partner Expo (in-person event)
 - Invitation for two representatives (additional invites for additional fee) to attend event
 - Table provided at event
 - Opportunity to sponsor items offered to members attending Expo, with promotional Recognition
- June Social
 - Invitation for two representatives to attend (in-person) - **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)
- December Social
 - Invitation for two representatives to attend (in-person) – **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)
- Business Partner Appreciation Night
 - Invitation for two representatives to attend (in-person) – **EXCLUSIVE**
 - Invitation for unlimited representatives to attend (virtual)

REFERRAL PROGRAM – NEW *total maximum cash/credit = \$1500.

- \$750. cash back on all Business Partner referrals (must become Gold sponsor) on or before 6/1/2021 – **NEW**
- \$750. credit on all Business Partner referrals (must become Gold sponsor) after 6/2/2021 – **NEW**
- \$350. cash back on all Business Partner referrals (must become a Bronze sponsor) on or before 6/1/2021 - **NEW**
- \$350. credit back on all Business Partner referrals (must become Bronze sponsor) after 6/2/2021 - **NEW**

ADDITIONAL BENEFITS

- Opportunity to host a workshop – topic to be chosen by Business Partner Committee
- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club for entire sponsorship year
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets

BRONZE SPONSOR

\$3,000.00

15% DISCOUNT (\$2,550.) IF BUSINESS PARTNER FOR 2020-2021 YEAR - **NEW**

MEMBERSHIP AND WEBSITE BENEFITS

- Advertising, including recognition as Bronze Sponsor, on homepage of NJALA website with hyperlink to company website

EDUCATIONAL MEETINGS

- Attendance of one representative at one monthly meetings (in-person)
- Attendance of unlimited representatives at unlimited meetings (virtual)

ARTICLES

- Feature in the “Meet Our Business Partners Spotlight” with digital hyperlink to website
- Opportunity to participate in unlimited “Shout Outs” with digital hyperlink to website

NJALA EVENTS

- Business Partner Expo (in-person event)
 - Invitation for one representative (additional invites for additional fee) to attend event
 - \$550.00 for table at event (discounted from cost to outside vendors)
 - Opportunity to sponsor items offered to members attending Expo, with promotional Recognition
- June Social
 - Invitation for one representative to attend (in-person)
 - Invitation for unlimited representatives to attend (virtual)
- December Social
 - Invitation for one representative to attend (in-person)
 - Invitation for unlimited representatives to attend (virtual)
- Business Partner Appreciation Night
 - Invitation for one representative to attend (in-person)
 - Invitation for unlimited representatives to attend (virtual)

REFERRAL PROGRAM – NEW *total maximum cash/credit = \$1500.

- \$750. cash back on all Business Partner referrals (must become Gold sponsor) on or before 6/1/2021 – **NEW**
- \$750. credit on all Business Partner referrals (must become Gold sponsor) after 6/2/2021 – **NEW**
- \$350. cash back on all Business Partner referrals (must become a Bronze sponsor) on or before 6/1/2021 - **NEW**
- \$350. credit back on all Business Partner referrals (must become Bronze sponsor) after 6/2/2021 - **NEW**

ADDITIONAL BENEFITS

- Opportunity to host a workshop – topic to be chosen by Business Partner Committee
- Concierge support from dedicated NJALA Business Partner Committee Member
- Opportunity to be selected for a seat on Business Partner Advisory Committee
- Opportunity to attend book club for entire sponsorship year
- Opportunity to sponsor charity event(s) offered through NJALA throughout the year
- Opportunity to sponsor happy hour meet and greets

SPONSORSHIPS AT A GLANCE

BUSINESS PARTNER BENEFIT	GOLD \$5500/\$4,675.	BRONZE \$3000/\$2,550.
MEMBERSHIP AND WEBSITE BENEFITS		
Advertising on Home Page of NJALA Website with Hyperlink to your website	✓	✓
NJALA Chapter Membership List (with updates)	✓	
MONTHLY EDUCATIONAL MEETINGS		
Attendance at Monthly Chapter Meetings if IN PERSON Attendance at Monthly Chapter Meetings if VIRTUAL	2 Reps at 3 Mtgs Unlimited Reps	1 Rep at 1 Meeting Unlimited Reps
Sponsorship and opportunity to speak at one monthly Chapter Meeting prior to educational seminar (in-person or virtual)	✓	
Company logo on all invitations to monthly meetings (sponsored)	✓	
Attendance list provided for educational meetings (upon request)	Sponsored Mtg.	
ARTICLES/"FACE TO FACE" VIRTUAL OPPORTUNITIES		
Feature in the "Meet Our Business Partners Spotlight" with digital hyperlink	✓	✓
Opportunity to participate in unlimited "Shout Outs" with digital hyperlink to website	✓	✓
Opportunity to participate in at least one "Cup of Conversation"	✓	
Opportunity to submit a "30 Seconds of Fame" video with hyperlink - NEW	✓	
NJALA EVENTS		
Business Partner Expo – IN PERSON TENTED OUTDOORS:		
Business Partner Expo Representatives	2 Reps	1 Rep
• Table at Symposium event	✓	\$550.00
• Signage in designated areas	✓	✓
• Opportunity to Sponsor Items at Expo	✓	✓
June Social		
Invitations to Event IF IN PERSON: Invitations to Event IF VIRTUAL:	2 Reps Unlimited	1 Rep Unlimited
December Social		
Invitations to Event IF IN PERSON: Invitations to Event IF VIRTUAL:	2 Reps Unlimited	1 Rep Unlimited
Business Partner Appreciation Night		
Invitations to Event IF IN PERSON: Invitations to Event IF VIRTUAL:	2 Reps Unlimited	1 Rep Unlimited
REFERRAL PROGRAM – NEW- Total max. cash/credit = \$1,500		
\$750. cash back on all BP referrals (must become Gold) before 6/1/2021	✓	✓
\$750. credit on all BP referrals (must become Gold) before 6/1/2021	✓	✓
\$350. cash back on all BP referrals (must become Bronze) before 6/1/2021	✓	✓
\$350. credit on all BP referrals (must become Bronze) before 6/1/2021	✓	✓
ADDITIONAL BENEFITS		
Opportunity to Host Workshop – topic to be chosen by BP Committee	✓	✓
Concierge Support from Dedicated NJALA BP Committee Member	✓	✓
Opportunity for Seat on Business Partner Advisory Committee	✓	✓
Opportunity to attend Book Club throughout sponsorship year	✓	✓
Opportunity to Attend/Sponsor Charity Event through NJALA	✓	✓
Opportunity to Attend Book Club through NJALA	✓	✓
Opportunity to Sponsor Happy Hour Meet and Greet	✓	✓