



NJSA
NEW JERSEY STAFFING ALLIANCE

2020 Annual Partner Sponsorship Program

The New Jersey Staffing Alliance sponsorship program is designed to give the Industry Partner members of the New Jersey Staffing Alliance the opportunity to demonstrate their support and commitment to the staffing industry while enhancing their brand and marketing access to New Jersey staffing firm owners and managers.

This sponsorship program enables active NJSA Industry Partners to annually budget for their level of sponsorship and have a clear understanding of the many benefits of each sponsorship level available.



2019 NJSA PROGRAM OVERVIEW

KICK-OFF RECEPTION

January 23, 2020 – 5:30 p.m. – 7:30 p.m.

Galloping Hill Golf Course, 3 Golf Course Drive, Kenilworth, NJ

Staffing professionals are invited to attend this cocktail reception to meet and greet the 2020 Board of Directors, hear why other staffing firms joined NJSA and network with industry partners to understand how they can help assist the growth of staffing firms. Attendees will also receive an update on the legal and legislative issues affecting the New Jersey staffing industry.

LAW DAY

February 13, 2020 – 8:30 a.m. – 4:30 p.m.

Eisenhower Conference Center, 290 W. Mt. Pleasant Avenue, Livingston, NJ

This full day conference is for owners, managers and staff featuring legal experts speaking on various staffing issues. The program will provide legal and legislative updates that staffing firms need to know to operate successfully in New Jersey.

EXECUTIVE LEADERSHIP CONFERENCE

April 28-29, 2020

The Borgata Casino & Spa, One Borgata Way, Atlantic City, NJ

NJSA's Executive Leadership Conference is a one-and-a-half-day conference targeting owners and managers of staffing firms. The conference features two cocktail receptions and one full day of valuable education for staffing firms.

GOLF OUTING

April 28, 2020

Harbor Pines Golf Club, 500 St. Andrews Drive, Egg Harbor Township, NJ

The Annual Golf Outing is held on the first day of the Executive Leadership Conference at a golf course located near Atlantic City.

ANNUAL EDUCATION & TRAINING CONFERENCE

Date: TBD (usually in early November) – 8:00 a.m. – 3:30 p.m.

Location: TBD

This is the region's premier staffing training event for owners, managers, sales and recruiting professionals. Attendees will take part in this special training opportunity featuring some of the staffing industry's most respected professional trainers.

NJSA STAFFING UNIVERSITY

Dates: TBD – 8:30 a.m. – 12:00 p.m.

Location: TBD

NJSA will be offering 3-4 half-day "Staffing University" workshops targeting recruiting professionals. The workshops will be held on a quarterly basis at three different locations throughout the state.



ANNUAL PARTNERSHIP Minimum of \$4,000

NEW FOR 2020!

Spend \$4,000 or more on any combination of event sponsorships and your company will be considered an Annual Partner. Annual Partners will receive the benefits for each sponsorship they choose, plus bonus marketing benefits:

- Recognition at all NJSA events as one of our annual sponsors.
- Company logo featured on the home page of the NJSA website.
- Company logo on all weekly Monday Morning Memos for an entire year.
- Banner ad on all monthly Staffing News Online for an entire year.



INDIVIDUAL EVENT SPONSORSHIPS

KICK-OFF RECEPTION	<p>Event Sponsorship: \$500 (2 Available)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • One complimentary registration • Company logo on all pre/post event marketing, including emails, website and event signage
STAFFING UNIVERSITY	<p>Event Sponsorship: \$500</p> <p>Benefits:</p> <ul style="list-style-type: none"> • One complimentary registration • Company logo on all pre/post event marketing, including emails, website and event signage
LAW DAY	<p>Overall Program Sponsorship: \$1,500 (1 Available)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Recognition as the Law Day Program Sponsor • Two complimentary conference registrations • Marketing flyer in attendee handout • Company logo on all pre/post event marketing, including emails, website and event signage
	<p>Luncheon Sponsorship: \$1,000</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Recognition as a Law Day Luncheon Sponsor • Two complimentary conference registrations • Marketing flyer in attendee handout • Company logo on all pre/post event marketing, including emails, website and event signage
	<p>Workshop Sponsorship: \$1,000 (6 Available)</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Recognition as a Law Day Workshop Sponsor • Two complimentary conference registrations • Opportunity to introduce workshop speaker and 5-minute remarks about your firm's services at the event • Marketing flyer in attendee handout • Company logo on all pre/post event marketing, including emails, website and event signage
	<p>Additional Sponsor Attendee Registration: \$180</p>

SOLD OUT!

EXECUTIVE LEADERSHIP CONFERENCE

Sponsor Presentation Sponsorship: \$4,000 (1 Available)

Benefits:

- Opportunity to provide a 20-30 minute educational/informational presentation at the Executive Leadership Conference
- Two complimentary conference registrations
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

Keynote Presentation Sponsorship: \$3,000 (2 Available)

Benefits:

- Recognition as a Keynote Speaker Sponsor
- Two complimentary conference registrations
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Opening Cocktail Reception Sponsorship (Tues. Night): \$2,500 (2 Available)

Benefits:

- Recognition as Opening Cocktail Reception Sponsor
- Two complimentary conference registrations
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Closing Cocktail Reception Sponsorship (Wed. Night): \$2,500 (2 Available)

Benefits:

- Recognition as the Conference Reception Sponsor
- Two complimentary conference registrations
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Workshop Presentation Sponsorship: \$2,000 (3 Available)

Benefits:

- Recognition as a Workshop Sponsor
- Two complimentary conference registrations
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

EXECUTIVE LEADERSHIP CONFERENCE

Luncheon Sponsorship: \$2,000 (1 Available)

Benefits:

- Recognition as a Luncheon Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Breakfast Sponsorship: \$1,500 (1 Available)

Benefits:

- Recognition as a Breakfast Sponsor
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Notepad/Pen Sponsorship: \$1,500 (1 Available)

Benefits:

- Company logo printed on attendee conference bags
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

Lanyard Sponsorship: \$1,000 (1 Available)

Benefits:

- Company logo printed on name badge lanyards
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Break Sponsorship: \$750 (2 Available)

Benefits:

- Recognition as the Break Sponsor
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Program Book Ad: \$500

Benefits:

- One full-page ad in attendee booklet

GOLF OUTING

Tournament Sponsorship: \$1,000 (1 Available)

Benefits:

- Recognition as the Golf Outing Tournament Sponsor
- One complimentary foursome registration
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Golf Carts Sponsorship: \$750 (1 Available)

Benefits:

- Recognition as the Golf Cart Sponsor with logo on golf carts
- Two complimentary golfer registrations
- Company logo on all pre/post event marketing, including emails, website and event signage

Beverage Cart Sponsorship: \$500 (2 Available)

Benefits:

- Recognition as the Beverage Cart Sponsor with logo on beverage cart
- One complimentary golfer registration
- Company logo on all pre/post event marketing, including emails, website and event signage

Golf Ball Sponsorship: \$500 (1 Available)

Benefits:

- Recognition as the Golf Ball Sponsor with logo printed on golf balls
- One complimentary golfer registration
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Golf Towel Sponsorship: \$500 (1 Available)

Benefits:

- Recognition as the Golf Towel Sponsor with logo printed on towels ball
- One complimentary golfer registration
- Company logo on all pre/post event marketing, including emails, website and event signage

SOLD OUT!

Special Hole Sponsorship: \$250 (4 Available)

Benefits:

- Company logo on designated hole. Choice of Hole in One, Closest to the Pin, Longest Drive or Straightest Drive
- Company logo on all pre/post event marketing, including emails, website and event signage

Hole Sponsorship: \$150

Benefits:

- Company logo at designated hole and/or green.
- Company logo on all pre/post event marketing, including emails, website and event signage

ANNUAL EDUCATION & TRAINING CONFERENCE

Keynote Presentation Sponsorship: \$2,000 (1 Available)

Benefits:

- Recognition as a Keynote Speaker Sponsor
- Two complimentary conference registrations
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

Luncheon Sponsorship: \$2,000 (1 Available)

Benefits:

- Recognition as a Luncheon Sponsor
- Two complimentary conference registrations
- Opportunity to make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

Breakfast Sponsorship: \$1,000 (1 Available)

Benefits:

- Recognition as a Breakfast Sponsor
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

Workshop Track Sponsorship: \$1,500 (2 Available)

Benefits:

- Recognition as one conference workshop track (sales professionals or recruiting professionals)
- One complimentary conference registration
- Opportunity to introduce speaker and make 5-minute remarks about your firm's services at the event
- One full-page ad in attendee booklet

Lanyard Sponsorship: \$1,000 (1 Available)

Benefits:

- Company logo printed on name badge lanyards
- One complimentary conference registration
- One full-page ad in attendee booklet
- Company logo on all pre/post event marketing, including emails, website and event signage

2020 SPONSOR REGISTRATION FORM

Primary Contact: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please sign us up for the following Sponsorships:

KICK-OFF RECEPTION

Event Sponsorship (\$500)

LAW DAY

Program Sponsor (\$1,500)

Additional Attendee (\$180)

EXECUTIVE LEADERSHP CONFERENCE

Sponsor Presentation (\$4,000)

Wednesday Reception (\$2,500)

Breakfast Sponsor (\$1,500)

Breaks Sponsor (\$750)

GOLF OUTING

Tournament Sponsor (\$1,000)

Golf Ball Sponsor (\$500)

Hole Sponsorship (\$150)

ANNUAL EDUCATION & TRAINING CONFERENCE

Keynote Sponsor (\$2,000)

Workshop Track (\$1,500)

Luncheon Sponsor (\$1,000)

Keynote Presentation (\$3,000)

Workshop Sponsor (\$2,000)

Attendee Bags (\$1,500)

Golf Carts Sponsor (\$750)

Golf Towel Sponsor (\$500)

STAFFING UNIVERSITY

Event Sponsorship (\$500)

Workshop Sponsor (\$1,000)

Tuesday Reception (\$2,500)

Luncheon Sponsor (\$2,000)

Lanyard Sponsor (\$1,000)

Beverage Cart (\$500)

Special Hole (\$250)

Breakfast Sponsor (\$1,000)

Luncheon Sponsor (\$2,000)

Lanyard Sponsor (\$1,000)

SPEND \$4,000 or MORE AND BECOME AN ANNUAL SPONSORSHIP PARTNER

Payment Information: I will pay with a check (payable to NJSA). I will pay with a credit card.

Credit Card Number: _____ Exp: _____ CCID: _____

Name on Card: _____ Card Billing Address: _____

Return form and payment to: NJSA, P.O. Box 518, Mount Laurel, NJ 08054. Fax: 856-727-9504.
Questions? Email Office@NJSA.com or call 973-283-0072