



2021 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.

ANNUAL PARTNER STATUS

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:

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



2021 NJSA PROGRAM OVERVIEW

LAW DAY

February 23-25, 2021

Virtual Conference

This three-day virtual 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

June 29-30, 2021

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

June 29, 2021

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.



INDIVIDUAL EVENT SPONSORSHIPS

STAFFING UNIVERSITY	<p>Event Sponsorship: \$500 (4 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
LAW DAY	<p>Webinar Sponsorship: \$500 (3 Available)</p> <p>Benefits:</p> <ul style="list-style-type: none">• Verbal recognition and logo placement during webinar opening remarks• Opportunity to introduce speaker and make 5-minute remarks about your firm's services during the webinar• Two complimentary conference registrations• Company logo on all pre/post event marketing, including emails, website and event signage

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

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

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

Benefits:

- Recognition as the Closing 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

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

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

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

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

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

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

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

Golf Towel Sponsorship: \$500 (1 Available)

Benefits:

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

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 (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

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

2021 SPONSOR REGISTRATION FORM

Primary Contact: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please sign us up for the following Sponsorships:

STAFFING UNIVERSITY

Event Sponsorship (\$500)

LAW DAY

Webinar Sponsorship (\$500)

EXECUTIVE LEADERSHP CONFERENCE

Sponsor Presentation (\$4,000)

Keynote Presentation (\$3,000)

Tuesday Reception (\$2,500)

Wednesday Reception (\$2,500)

Workshop Sponsor (\$2,000)

Luncheon Sponsor (\$2,000)

Breakfast Sponsor (\$1,500)

Attendee Bags (\$1,500)

Lanyard Sponsor (\$1,000)

Breaks Sponsor (\$750)

GOLF OUTING

Tournament Sponsor (\$1,000)

Golf Carts Sponsor (\$750)

Beverage Cart (\$500)

Golf Ball Sponsor (\$500)

Golf Towel Sponsor (\$500)

Special Hole (\$250)

Hole Sponsorship (\$150)

ANNUAL EDUCATION & TRAINING CONFERENCE

Keynote Sponsor (\$2,000)

Luncheon Sponsor (\$2,000)

Breakfast Sponsor (\$1,000)

Workshop Track (\$1,500)

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