



NJSA 2018 Annual Partner Sponsorship Program

“CareerBuilder appreciates the collaborative environment among the attendees and other participating vendors at all NJSA programs. NJSA members are always engaged and willing to speak candidly about their business challenges and goals. And the exposure we get with the high-level attendees is very valuable to our partnership with NJSA.”

– Natalia Vidmar, Business Development Manager, Staffing & Recruiting Group, CareerBuilder

Act Now ... Discounts available if paid in full by January 31, 2018



2018 INDUSTRY PARTNER SPONSORSHIP PROGRAM

This sponsorship program is designed to enable the Industry Partner members of the New Jersey Staffing Alliance to display 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 Industry Partner members of NJSA to annually budget for their level of sponsorship and have a clear understanding of the many benefits of each sponsorship level available through each program and event.

Here's what other NJSA partners say about our events and return on investment:

"Access Capital supports NJSA through sponsorship opportunities because we are committed to the value of the organization, our clients, and the industry. NJSA continues to be creative, bringing together the membership in new ways, and they will continue to have our support." - Vince Grillo, Senior Vice President, Access Capital

"Assurance is happy to be a member of NJSA. As an insurance brokerage focused heavily in the staffing industry, we have found the resources and business opportunities of NJSA extremely helpful and enjoy connecting with NJSA members at various events."
- Kurt Murray, Principal, Assurance

The 2018 Industry Partner Sponsorship Program works as follows:

#1: SELECT A "MAJOR SPONSORSHIP" SPEND LEVEL

If you choose to select one of these major sponsorships, your firm will receive an up-front discount off the total spend and also receive additional "bonus" marketing and attendance features. You would select your marketing opportunities from the "à la carte" selections from the order form on page 7. For your guidance, we have provided "sample" spend buys that include a la carte selections on page 6.

Major Sponsorship Level	Spend Amount	Discount*	Actual Spend
Premier (2 available)	\$10,000 +	10%	\$9,000 or 10% off total
Legacy (2 available)	\$7,500-\$9,999	7.5%	\$6,937-\$9,249
Superior (3 available)	\$5,000-\$7,499	5%	\$4,750-\$7,124

*Available only on major sponsorship levels. To receive this discount, total payment for the major sponsorship must be received by January 31, 2018.

Bonus Marketing and Attendance Features (available only with major sponsorships):

A. The Premier and Legacy Level Sponsors will receive:

- Firm logo and marketing blurb on the NJSA Sponsor website landing page (\$1,200 value)
- Firm logo recognition in all NJSA Monday Morning Memos and Monthly Staffing News (value \$375)
- Two additional attendance registrations at the major NJSA events as follows: **Executive Leadership Conference** (\$750 value); **Annual Conference** (\$450 value); and **Law Day** (\$360 value)
- Firm marketing flyer in all conference binders and on tables at all NJSA Conference events (\$300 value)

The Total Value of these bonus features is \$3,485!

B. The Superior Level Sponsors will receive

- Firm logo and marketing blurb on the NJSA Sponsor website landing page (\$1,200 value)
- Firm logo recognition in all NJSA Monday Morning Memos and Monthly Staffing News (value \$375)
- One additional attendance registration at the major NJSA events as follows: **Executive Leadership Conference** (\$375 value); **Annual Conference** (\$250 value); and **Law Day** (\$180 value)
- Firm marketing flyer in all conference binders and on tables at all NJSA Conference events (\$300 value)

The Total Value of these bonus features is \$2,680!

#2: SELECT Á LA CARTE SPONSORSHIP OPPORTUNITIES THAT MEET YOUR MARKETING AND SPEND LEVELS.

You can pick and choose your sponsorship involvement from the list below (except those bonus marketing and attendance features available to major sponsors).

Á LA CARTE SELECTIONS ARE:

A. EXECUTIVE LEADERSHIP CONFERENCE - Individual Attendance Registration - \$375
Annual conference for owners and managers of NJ, NY, PA and DE staffing and recruiting firms.

Sponsor Presentation - \$4,000

20-30 minute educational/information presentation by premier sponsor at event (available only if you purchase the Premier annual package), plus 2 registrations, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Keynote Sponsor - \$3,000

Includes two-minute introduction of firm services and introduction of speaker plus 2 registrations, marketing flyer in attendee binder and logo recognition in all event marketing. 3 Available

Meal Sponsor - \$2,000

Sponsorship of one event meal, introduction of firm's services at meal, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Pre-Conference Reception Sponsor - \$2,500

Introduction of firm's services at event, 1 conference registration, marketing flyer in attendee binder, and logo recognition in all event marketing. 1 Available (Note: 2 sponsorships may be available if venue site is changed to accommodate more people).

Conference Reception Sponsor - \$2,500

Introduction of firm's services at event, conference registration, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Workshop Sponsor - \$2,000

Sponsorship of one conference workshop presentation which includes short introduction of firm and services, introduction of speaker, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Attendee Bag Sponsor - \$2,000

Logo sponsorship recognition in all marketing materials and on bags, 1 registration, marketing flyer in attendee binder. 1 Available

Lanyard Sponsor - \$1,000

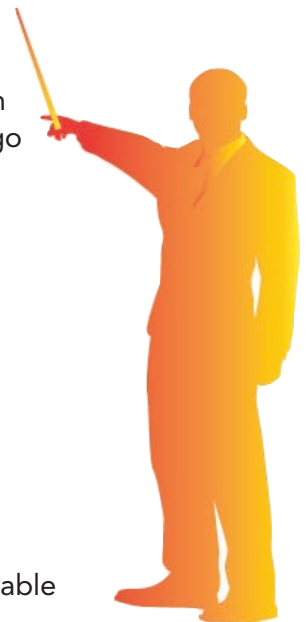
Logo on all attendee lanyards, marketing flyer in attendee binder, and logo recognition in all event marketing. 1 Available

Breaks Sponsor - \$500

Logo recognition in all marketing materials, marketing flyer in attendee binder. 3 Available

Program Binder Sponsor - \$450

Logo recognition on cover of binders, marketing flyer in attendee binder. 4 Available



B. ANNUAL EDUCATION & TRAINING CONFERENCE

Individual registration - \$250

October/November conference for owners, managers and staff of staffing and recruiting firms.



Keynote Sponsor - \$2,000

Includes two-minute introduction of firm services and introduction of speaker plus 1 registration, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Meal Sponsor - \$1,600

Sponsorship of one event meal which includes introduction of firm's services at meal, 1 registration, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Workshop Track Sponsor - \$1,200

Sponsorship of one conference workshop track which includes short introduction of firm and services, intro of speaker, marketing flyer in attendee binder, and logo recognition in all event marketing. 2 Available

Staffing Employee of the Year Sponsor - \$1,000

Logo on award plaque, introduction of winners, marketing flyer in attendee binder, and logo recognition in all marketing materials. 1 Available

Lanyard Sponsor - \$1,000

Logo on all attendee lanyards, marketing flyer in attendee binder, and logo recognition in all event marketing. 1 Available

Program Binder Sponsor - \$400

Logo recognition on cover of binders, marketing flyer in attendee binder. 4 Available

C. LAW DAY - One Full Day Registration - \$180

Winter conference for owners, managers and staff on legal issues relevant to operating and managing a staffing firm.

Program Sponsor - \$1,500

Logo sponsorship recognition in all marketing materials, introduction of firm's services. One registration, marketing flyer in attendee binder, distribute marketing materials at sponsored event. 2 Available

Meal Sponsor - \$1,000

Logo sponsorship recognition in all marketing materials, sponsorship of either breakfast or lunch and introduction of firm's services, marketing flyer in attendee binder, distribute marketing materials at meal event. 2 Available

Program Binder Sponsor - \$350

Logo sponsorship recognition on cover of binders, marketing flyer in attendee binder. 3 Available



**D. ANNUAL GOLF OUTING - One Golfer Reservation - \$195 (est.)
In Conjunction with Executive Leadership Conference - Open to all**

Tournament Sponsor - \$1,000 - 1 Available

- Logo Sponsorship recognition in all marketing materials
- Sign at registration area
- Presentation of Trophy
- Logo sign at all greens
- 4 golfer reservations

Golf Carts Sponsor - \$750 - 1 Available

- Logo Sponsorship recognition in all marketing materials
- Sign on golf carts
- 2 golfer reservations

Beverage Cart Sponsor - \$500 - 2 Available

- Logo Sponsorship recognition in all marketing materials
- Sign on beverage cart
- 1 golfer reservation

Golf Ball Sponsor - \$500 - 1 Available

- Logo Sponsorship recognition in all marketing materials
- Logo on balls
- 1 golfer reservation

Golf Towel Sponsor - \$500 - 1 Available

- Logo Sponsorship recognition in all marketing materials
- Logo on towels

**Special Hole Sponsor - \$250 - 4 Available - Hole in One, Closest to Pin,
Longest Drive, Straightest Drive**

- Logo Sponsorship recognition in all marketing materials
- Logo sign at special hole

Hole Sponsor - \$150 - (Other than special holes)

- Sponsorship recognition in all marketing materials
- Logo sign at hole and/or green



E. DAY/NIGHT EDUCATIONAL PROGRAMS - \$500 each

Logo sponsorship recognition in all marketing materials, introduction of firm’s services. 1 registration

F. WEBINARS (if scheduled) - \$250 each

Logo sponsorship recognition in all marketing materials, introduction of firm’s services, and the webinar presentation. 1 registration

G. ADVERTISING

NJSA Staffing News - Monthly Electronic Newsletter

Business Card Ad	\$125 (4x);	\$225 (8x),	\$350 (12x)	Business card in news
1/4 Page	\$225	\$400	\$650	1/4 page ad color
1/3 Page	\$325	\$600	\$950	1/3 page ad color
1/2 Page	\$375	\$675	\$1,050	1/2 page ad color
Full Page	\$625	\$1,050	\$1,500	full page ad color

Monday Morning Memo - Weekly Electronic Newsletter

1 week	\$150	logo at top and company blurb or article at bottom
4 weeks	\$500	logo at top and company blurb or article at bottom
6 weeks	\$600	logo at top and company blurb or article at bottom
8 weeks	\$725	logo at top and company blurb or article at bottom
12 weeks	\$1,000	logo at top and company blurb or article at bottom

NJSA Website Banners - \$1,200 for one year; \$600 for six months

Sample Annual Sponsorship Spend Buy Packages:

PREMIER LEVEL

- Executive Leadership Conference Sponsor Presentation - \$4,000 (with 20 minute presentation)
- Annual Conference - Keynote Sponsor - \$2,000
- Golf Outing - Tournament Sponsor - \$1,000
- Law Day Program Sponsor - \$1,500
- Monday Morning Memo Sponsor - \$1,000
- Education Program - \$500
- \$10,000 value (with discount of 10% = \$9,000 spend)*

LEGACY LEVEL

- Executive Leadership Conference - Keynote Presentation \$3,000
- Lanyards - \$2,000 (both Executive Leadership Conference and Annual Conference)
- Annual Conference - Employee of the Year - \$1,000
- Law Day Program Sponsor - \$1,500
- Golf Outing - Golf Towels - \$500
- \$8,000 value (with discount of 7.5% = \$7,400 spend)*

SUPERIOR LEVEL

- Executive Leadership Conference - Workshop Sponsor - \$2,000
- Annual Conference Workshop Track Sponsor - \$1,200
- Law Day Program Sponsor - \$1,500
- Golf Outing - Beverage Cart - \$500
- Monday Morning Memo Sponsor - 4 weeks - \$500
- \$5,700 (with discount of 5% = \$5,415 spend)*

*** All above referenced programs are subject to scheduling changes and availability on a first-come, first-served basis as communicated by NJSA headquarters.*

2018 Sponsorship Enrollment Form



Primary Contact _____

Title _____

Name of Sponsor (EXACTLY as it is to appear on all promotional items and signs) _____

Address _____

City _____ State _____ Zip _____

Phone/Cell _____ Fax _____

Email _____

Please choose the sponsor level you are selecting for the calendar year

- Premier Sponsor (two available) - \$10,000 +
- Legacy Sponsor (two available) - \$7,500-\$9,999
- Superior Sponsor (three available) - \$5,000-\$7,499

Special A La Carte Sponsorship Opportunities-Select those you wish to include for your sponsor level spend amount

1. Executive Leadership Conference

- Sponsor Presentation (two available) - \$4,000
- Keynote Sponsor (three available) - \$3,000
- Pre-Conference Reception Sponsor (one avail) - \$2,500 *see note on Pg 3
- Conference Reception Sponsor (two avail) - \$2,500
- Workshop Sponsor (two available) - \$2,000
- Meal Sponsor (two available) - \$2,000
- Attendee Bag Sponsor (one available) - \$2,000
- Breaks Sponsor (three available) - \$500
- Lanyard Sponsor (one available) - \$1,000
- Binder Sponsor (four available) - \$450

2. Annual Education & Training Conference

- Keynote Sponsor (two available) - \$2,000
- Meal Sponsor (two available) - \$1,600
- Workshop Track Sponsor (two available) - \$1,200
- Employee of the Year Sponsor - \$1,000
- Lanyard Sponsor - \$1,000
- Binder Sponsor (four available) - \$400

3. Law Day

- Program Sponsor (two available) - \$1,500
- Meal Sponsor (two available) - \$1,000
- Binder Sponsor (three available) - \$350

4. Annual Golf Outing In Conjunction with ELC

- Tournament Sponsor (one available) - \$1,000
- Golf Cart Sponsor - \$750
- Beverage Cart Sponsor (two available) - \$500

5. Communications Sponsorships - Member Rates (non-Member 60% higher)

Staffing News

Business Card

- 4 x year - \$125
- 8 x year - \$225
- 12 x year - \$350

Quarter Page

- 4 x year - \$225
- 8 x year - \$400
- 12 x year - \$650

Third Page

- 4 x year - \$325
- 8 x year - \$600
- 12 x year - \$950

Half Page

- 4 x year - \$375
- 8 x year - \$675
- 12 x year - \$1,050

Full Page

- 4 x year - \$675
- 8 x year - \$1,050
- 12 x year - \$1,500

6. Education Seminars

- Per event - \$500

7. Webinars

- Per event - \$250

- Ball Sponsor (one available) - \$500

- Golf Towel Sponsor (one available) - \$500

- Special Hole Sponsor (four available) - \$250

- Hole Sponsor - \$150

8. Monday Morning Memo

- 1 week - \$150
- 4 weeks - \$500
- 6 weeks - \$600
- 8 weeks - \$725
- 12 weeks - \$1,000

9. NJSA.com Web Banner

- 6 months - \$600
- 1 year - \$1,200

Total All Sponsorships Due NJSA \$ _____

Payment Info

For credit card orders Amex Visa MasterCard FAX FORM TO 856-727-9504

Account Number: _____ Expiration Date _____ / _____ CVV# _____

Cardholder Name _____ Signature _____ Date _____

2018 INDUSTRY PARTNER SPONSORSHIP PROGRAM



New Jersey Staffing Alliance
P.O. Box 518
Mount Laurel, NJ 08054
Tel 973-283-0072
Fax 856-727-9504
www.njsa.com

