

**2011-12 ISES-NCC
Strategic Partner Program
July 1, 2011 – June 30, 2012**

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Sponsorship Level: _____

Pay by Credit Card: Yes or No

Pay by Check: Yes or No

Credit Card Type: American Express Visa Mastercard

Card Number: _____ Exp Date: _____

Would you like to have your contact information added to our electronic invitation database? Yes or No

In order to confirm your ISES-NCC strategic sponsorship, please email this form to kelvinn@meetingpossibilities.com or fax to ISES Northern California Chapter Office at (925) 355-1784. Should you have questions, please contact the Chapter Office at (925) 355-1678.

Why Partner with ISES

The ISES Northern California Chapter (ISES-NCC) is dedicated to ISES's mission to educate, advance and promote the special events industry and its network of professionals. As such, ISES NCC's members form the authoritative voice on special events throughout the San Francisco Bay Area region. ISES is a unique association as it connects independent/corporate/association planners and producers, venues, transportation services, catering, design, floral, rental, technical, and production suppliers all under one umbrella.

As an active force in driving the local economy, event professionals are the perfect audience for promoting new and innovative products. ISES-NCC is the direct connect to reach this valuable audience for organizations desiring to promote their unique products and services to a targeted audience.

Definition of Strategic Partnerships, Sponsors and Advertisers

Partners of ISES-NCC fall into three general categories:

Strategic Partners: Strategic Partners are year-long contractual relationships between local ISES member and non-member organizations that help financially support the objectives of the Chapter, which is to provide quality education programs and business opportunities to our members. Strategic partnerships are intended to build success for both the partner and the Chapter through a targeted, mutually beneficial relationship. Strategic partnerships are contract specific and designed to meet the specific needs of the partners through a specially designed benefits package.

Sponsor: ISES-NCC would not be able to do its work and provide excellence and opportunity to our membership without the generous donations of time, products and services by our sponsors. Sponsors donate products, services, or cash for a specific function; most often for education programs, the Annual Gala Awards event, and other ISES functions that require venue or food/beverage hosts. These sponsorships tend to be one-time focused (though the same sponsor may sponsor many events throughout the year). Benefits for sponsorship are based on a comprehensive level-based system, which recognizes sponsors for their donations at each ISES event program.

Advertiser: Recognizing its unique, targeted audience, ISES offers those seeking direct exposure to the local special events community the perfect outlet for promotion. Advertisers are ISES member or non-member companies, either locally or nationally, that purchase advertising in the monthly chapter newsletter or on the chapter website. Exposure benefits are contracted specifically with the advertiser to meet their need.

ISES NCC Sponsorship Levels

PLATINUM \$3,500.00, Non Member \$4,000.00 – value: \$4,500.00

- 5 complimentary tickets for use at any meeting during the fiscal year
- Complimentary Gala table
- Banner ad on home page of website
- Logo on sponsorship page of website
- Logo on all meeting programs
- Logo in newsletter
- List of membership for one-time usage
- Partner will receive recognition from podium during each meeting and at the Gala
- Sponsorship designation on sponsors' name badge

GOLD \$2,500.00, Non Member \$3,000.00 - value: \$3,500.00

- 4 complimentary tickets for use at any meeting during the fiscal year
- 4 complimentary Gala tickets
- Banner ad on home page of website
- Logo on sponsorship page of website
- Logo on all meeting programs
- Logo in newsletter
- List of membership for one-time usage
- 10% discount on a table at the Gala
- Partner will receive recognition from podium during each meeting and at the Gala
- Sponsorship designation on sponsors' name badge

SILVER \$1,250.00, Non Member \$1,500.00 - value: \$1,700.00

- 3 complimentary tickets for use at any meeting during the fiscal year
- 2 complimentary Gala tickets
- Logo on sponsorship page of website
- Logo on all meeting programs
- Logo in newsletter sponsor spotlight
- List of membership for one-time usage
- 10% discount on a table at the Gala
- Partner will receive recognition from podium during each meeting
- Sponsorship designation on sponsors' name badge



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BRONZE \$500.00 Members Only - value: \$550.00

- 1 complimentary ticket for use at any meeting during the fiscal year
- 1 complimentary gala ticket
- Logo on sponsorship page of website
- List of membership for one-time usage
- Partner will receive recognition from podium during each meeting
- Sponsorship designation on sponsors' name badge



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