



# Business Partner Sponsorship Opportunities

*St. Louis Institute for Association Leadership*

*[www.stial.org](http://www.stial.org)*

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# Connect With Your Association Decision Maker Audience

## Membership Opportunities

One of the goals of STIAL is to provide a source of networking for association professionals. Business Partner members help support this goal by offering availability of services/products, acting as an objective resource, and through financial contributions for programming. Most association professionals prefer to do business with people they know and trust. The key to success for a STIAL Business Partner is making an effort to develop long-term relationships with association professionals and other Business Partners.

## Annual Business Membership:

### Business Partner Individual Membership: \$245

- Member rate for all event registrations
- Participation on STIAL's committees

### Business Partner Corporate Membership: \$345

- Same as above for two company representatives



**“Most association professionals prefer to do business with people they know and trust.”**

## Monthly Meeting Sponsorship

Sponsor one of our monthly meetings and as a featured meeting sponsor you will receive:

- The opportunity to give a 3-5 minute infomercial from the podium
- Logo recognition on all emailed meeting notices
- The opportunity to place marketing collateral at each place setting at the meeting
- Two complimentary meeting registrations (\$100 value)
- Logo recognition on STIAL's website as a meeting sponsor

Members \$150/Non-Members \$300

## Tip of the Month Champion

Consistent visibility in front of your key target audience is critical to marketing success. Our Tip of the Month is emailed the second week of the month to 700+ association leaders and posted on the STIAL website. Your message, logo and link will be included.

One Month - \$35    Three Months - \$100  
Six Months - \$175    Twelve Months - \$250

## Special Interest Group (SIG)

### Sponsor

The SIGs meet bi-monthly to network, share best practices and discuss topics pertinent to their specific segment of the industry. Become a SIG sponsor and have your logo included in 2017 meeting notices, join the SIG to participate in the discussions, and network with industry professionals. Choose the SIG category that best matches your business:

- CEO
- Meetings
- Membership

\$500 Each SIG category per year

## Friends of STIAL

Your gift to STIAL will have a significant impact on our ability to provide a lasting legacy to create stronger associations through stronger association leadership. Consider a personal gift, membership or Business Partner sponsorship and you will receive:

- Recognition as a “Friend of STIAL” annually on the website and at monthly meetings
- Earn a heartfelt “thank you” from your colleagues

# Strategic Business Partnerships

We invite you to be part of the St. Louis Institute for Association Leadership (STIAL) through Strategic Business Partnerships.

## Platinum Partnership \$1,500

Be a Platinum Strategic Partner and you will receive:

**Individual STIAL Membership for One Year (\$245 value)**

### Monthly Meetings

- Company name and logo recognition at 11 membership meetings
- Featured Meeting Sponsor recognition at three membership meetings with the opportunity to give a 3-5 minute infomercial from the podium
- Logo recognition on all emailed meeting notices
- The opportunity to place marketing collateral at each place setting at the meeting
- 11 complimentary meeting registrations (\$385 value)

### Website

- Logo recognition and a direct link from STIAL's website to your website as the "Featured Meeting Sponsor" at three membership meetings
- Brief company description, logo and direct link on STIAL's website for 12 months
- Inclusion on STIAL's home page image rotator/slider for 12 months
- The opportunity to place marketing collateral at each place setting at the meeting

### Tip of the Month

- Recognition as the "Tip of the Month" champion for six months (\$175 value)

## Gold Partnership \$750

Be a Gold Strategic Partner and you will receive:

**Individual STIAL Membership for One Year (\$245 value)**

### Monthly Meetings

- Company name and logo recognition at six membership meetings
- Featured Meeting Sponsor recognition at two membership meetings with the opportunity to give a 3-5 minute infomercial from the podium
- Logo recognition on all emailed meeting notices

### (Gold Partnership Continued)

- The opportunity to place marketing collateral at each place setting at the meeting
- Four complimentary meeting registrations (\$140 value)

### Website

Logo recognition and a direct link from STIAL's website to your website as the "Featured Meeting Sponsor" at two membership meetings

- Brief company description, logo and direct link on STIAL's website for 12 months
- Inclusion on STIAL's home page image rotator/slider for 12 months

### Tip of the Month

- Recognition as the "Tip of the Month" champion for three months (\$100 value)

## Silver Partnership \$500

Be a Silver Strategic Partner and you will receive:

**Individual STIAL Membership for One Year (\$245 value)**

### Monthly Meetings

- Company name and logo recognition at four membership meetings
- Four complimentary meeting registrations (\$140 value)

### Website

- Brief company description, logo and direct link on STIAL's website for 12 months
- Inclusion on STIAL's home page image rotator/slider for 12 months

### Tip of the Month

- Recognition as the "Tip of the Month" champion for one month (\$35 value)

# Business Partner Sponsorship Agreement



## Monthly Meeting Sponsor:

\_\_\_ # Months @ \$150 Member/\$300 Non-Member  
\_\_\_ January \_\_\_ February \_\_\_ March  
\_\_\_ April \_\_\_ May \_\_\_ June  
\_\_\_ July \_\_\_ September \_\_\_ October  
\_\_\_ November \_\_\_ December  
(No August Meeting)

## Tip of the Month Champion:

\_\_\_ One Month - \$35  
\_\_\_ Three Months - \$100  
\_\_\_ Six Months - \$175  
\_\_\_ Twelve Months - \$250

Emailed to 700+ association leaders each month.  
*Please submit insertion months with artwork.*

## Special Interest Group (SIG)

### Sponsor:

*(Choose the appropriate SIG category for your business)*

\_\_\_ CEO \$500  
\_\_\_ Meetings \$500  
\_\_\_ Membership \$500

## Strategic Business Partnerships:

\_\_\_ Platinum \$1,500  
\_\_\_ Gold \$750  
\_\_\_ Silver \$500

## Annual Business Partner

### Memberships:

\_\_\_ \$245 Individual  
\_\_\_ \$345 Corporate

## Friends of STIAL:

\_\_\_ \$100 \_\_\_ \$75 \_\_\_ \$50 \$ \_\_\_ Other

Total Investment \$ \_\_\_\_\_

*Please complete the following:*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

***Pre-payment by check or credit card is required***

\_\_\_ Check Enclosed  
\_\_\_ Visa \_\_\_ MasterCard  
\_\_\_ Discover \_\_\_ American Express

Credit Card #: \_\_\_\_\_

Expiration: \_\_\_\_\_ V-code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Amount \_\_\_\_\_

***Please complete and fax, mail or email to:***

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