



## 2009 Advertising & Sponsorship Opportunities



**Indiana Society of Association Executives will connect you with association business in the state of Indiana!!**

The Indiana Society of Association Executives is an association for association professionals. Just like American Society of Association Executives, ISAE provides educational and networking opportunities designed specifically for the needs of association executives and their staff on the state level. Our membership represents a broad variety of professions, industries, societies and social organizations. Collectively, we represent hundreds of thousands of members throughout the state, country and world...and all of these members use and need the services you provide.

ISAE's mission states that we exist "...to support and strengthen association professionals' success". **We could not accomplish our mission without the support of our associate members and sponsorship.**

**We would like to invite you to promote your company, products and/or services to our members through the following opportunities.** Take a look and let us know what you think...if you don't find the sponsorship you are looking for, please let us know. Not sure it's in the budget to sponsor an item? Split it with another vendor! We are

**Indiana Society of Association Executives**  
9100 Purdue Road, Suite 200 • Indianapolis, IN 46268 • (317) 328-4569  
Fax: (317) 280-8527 • [www.isae.org](http://www.isae.org) • [info@isae.org](mailto:info@isae.org)

# 2009 Advertising & Sponsorship Opportunities

## Table of Contents

<b>Item</b>	<b>Placement Window</b>	<b>Page</b>
<b><i>Sponsorship Packages</i></b>		
Premier Partnership Program	Yearly	3-4
<b><i>Advertising:</i></b>		
Monthly e-Newsletter (Banner Ads)	January—December	18
<b><i>Sponsorships:</i></b>		
Legislative Luncheon	January	5
Breakfasts (1)	June	6-8
Luncheons (2)	April/October	6-8
Seminars (5)	February/March/May/September	6-8
CAE/CEO Retreat	May	9
CAE/CEO Breakfasts (3)	February/April/August	10
Annual Convention	May-July	13-15
Golf Outing	May-July	16-17
STAR Awards	September-December	11-12

### **Payment Information**

Please be sure to fill out your credit card information or enclose a check with your sponsorship selections as many of these opportunities are limited. Payment will reserve your sponsorship so that your advertising space will not be released to someone else.

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## Premier Partnership Program (1 of 2 pages)

In today's marketplace, success is determined by effective relationship building. As a provider of products and services, your success within the association market is dependent upon establishing a visible and credible presence from which to build relationships.

ISAE's Premier Partnership Program provides a foundation for you to establish professional relationships with key decision-makers, create valuable contacts, and provide greater visibility and exposure for your company. As a Premier Partner, you will expand your network, create awareness of your products and services, realize professional friendships, gain greater knowledge of the needs of the association industry, and demonstrate your commitment to the association community.

### Gold Level Sponsorship...\$5,000

#### Priority Special Event Sponsorship

- *Annual Convention:* Sponsor one of the two keynote speakers; introduce the speaker; recognition on promotional materials and on-site; one complimentary convention registration; include materials in participant bags.
- *ISAE STAR Awards:* Shooting Star sponsor of an individual award; logo on all promotional materials; present an award; and 6 tickets to the event.

#### Breakfasts, Luncheons & Seminars

Logo recognition and signage at all events as well as on all e-mail blasts and promotional items. Will serve as our speaker sponsor at one event which includes the opportunity to discuss your services with up to 5 minutes of podium time, introduce the speaker, and place promotional items on the tables. In addition, you will receive two complimentary tickets to this event.

#### E-Newsletter Advertising

12 animated banner ads (one each month) in monthly newsletter, *Synergy*. Electronically circulated to 500 individuals. Ad specs will be provided.

#### On-Line Directory Advertising

Revolving banner ad on directory home page for 12 months.

#### Web Site Recognition

As a Gold sponsor, your company's logo will appear on ISAE's homepage for the entire year with a link to your website in the form of a banner add. **Gold sponsors are the only sponsors to receive banner ads!**

#### Mailing Labels

Access to membership mailing labels: 4 sets per year.

#### New Member Packet

Can place a sales brochure in all renewal and new member packets.

#### E-mail Blasts

Company logo to be included on all e-mail blasts.

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# 2009 Advertising & Sponsorship Opportunities

## Premier Partnership Program (continued, 2 of 2 pages)

### Silver Level Sponsorship...\$3,000

#### Special Event Sponsorships

- *Annual Convention*: Recognition on promotional materials for sponsoring a convention breakout session; on-site recognition; one complimentary registration; opportunity to include materials in participant bags; opportunity to introduce sponsored session speaker.
- *Annual Golf Outing*: Sponsorship of a golf hole at the ISAE golf outing. You will receive signage on the hole; your logo in the convention program; and an opportunity to stand at the hole and greet players.
- *ISAE STAR Awards*: Shining Star sponsor; logo on promotional materials; opportunity to present one award; four complimentary tickets to the event.

#### E-Newsletter Advertising

6 animated banner ads (one per month) in monthly newsletter, *Synergy*. Electronically circulated to 500 individuals. Ad specs will be provided.

#### Mailing Labels

Access to membership mailing labels: 2 sets per year.

### Bronze Level Sponsorship...\$1,500

#### Special Event Sponsorships

- *Annual Convention*: Recognition on promotional materials for sponsoring a convention session; on-site recognition; one complimentary registration; opportunity to include materials in participant bags; opportunity to introduce sponsored session speaker.
- *ISAE STAR Awards*: Sparkling Star sponsor; logo on promotional materials; two complimentary tickets to the event.

#### E-Newsletter Advertising

4 animated banner ads (one per month) in monthly newsletter, *Synergy*. Electronically circulated to 500 individuals. Ad specs will be provided.  
**OR** Sponsorship of one golf hole and three *Synergy* ads.

#### Method of Payment

##### Credit Card

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 American Express

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# 2009 Advertising & Sponsorship Opportunities

## Legislative Luncheon



ISAE's Legislative Luncheon is an annual event held in downtown Indianapolis. The event involves music; a panel of two State Representatives and two State Senators with Jim Shella from WISH-TV moderating; and, of course, lunch. The panelists are grilled on hot topics coming up in the current year's legislative session. **This is an important lunch for our CEO's, as they often invite their Senator or Representative to attend with them.**

Place your name among top decision makers not only in the association field, but also in the view of legislators by sponsoring this well-attended event!

### Lunch Sponsorship

- Serve as the lunch sponsor at this prestigious event! For \$1,000, you'll receive a table of 10 at the luncheon, signage at the event, and your logo on all of our promotional pieces and emails. You will also receive exclusive rights to the attendee mailing list and an opportunity to have literature on all of the tables!

### Table Sponsorship

- With this \$700 sponsorship you will receive a table of 10 at the luncheon, signage at the event, and your logo on our promotional pieces and emails. This is a great opportunity to purchase a table and invite your clients! **Returning legislative lunch sponsors can take advantage of this opportunity for just \$650!**

### Music Sponsorship: SOLD OUT

- Sponsor our musical group at the event! For only \$500, you will receive two registrations to the luncheon, signage at the event, and your logo on our promotional pieces and emails.

#### Method of Payment

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# 2009 Advertising & Sponsorship Opportunities

## Breakfasts, Lunches & Seminars (1 of 3 pages)

### Breakfasts & Lunches



This year, the ISAE Professional Development Task Force has elected to include a plated morning breakfast on the schedule in order to bring in attendees that may have a more difficult time getting away to attend a lunch event. We will also continue to offer lunches as we have done in the past.

Breakfasts and lunches are attended by a wide variety of individuals. CEOs and staff attend these events as a quick way to obtain continuing education credits. Associate members attend to mingle with our association members.

ISAE often times has 75+ attendees for a breakfast or lunch event with a wide range of speakers and topics. This is a great way to reach a variety of association professionals and meeting planners.

This year ISAE will offer a breakfast and 2 luncheons to our members.

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### Seminars

Seminars differ from breakfasts in their focus: seminars are more focused on education and less on networking. They are usually held in the morning, include a continental breakfast and most often cater to our association members.

Our seminar attendance can vary. Depending on the topic, we usually have from 30 up to 75 attendees. If you're looking to reach a key group of association members, then seminars are the best route to reach your audience!

ISAE will offer 5 seminars this year to our membership.



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# 2009 Advertising & Sponsorship Opportunities

## Breakfasts, Lunches, & Seminars (continued, 2 of 3 pages)

### Host Site Opportunities

This type of sponsorship allows associate members to showcase their property to association professionals by hosting one of ISAE's breakfasts, lunches, or seminars. This is a great opportunity to make great contacts and generate business!

**\*\*Please note that preference will be given to full package sponsors\*\***

#### Full Package Sponsor

**Requirements:** The host property agrees to absorb all food and beverage costs as well as provide complimentary room rental, support staff, décor/linens, and parking for attendees. In addition, the property agrees to allow ISAE to use Markey's for AV needs. Seminars can be set classroom style or in rounds. Breakfasts and lunches should be set in rounds of 8.

In exchange for the above, the full package sponsor will receive their logo and website material on e-mail blasts, on the ISAE website, and in our monthly newsletter, Synergy leading up to the event; signage at the event; the opportunity for a member of their staff to address the attendees; a scheduled tour of the facility built into the event schedule; and the list of attendees. The full package sponsor's logo will remain on ISAE website for the remainder of 2009, listing them as a sponsor.

#### Regular Event Sponsor

**Requirements:** The host property agrees to discount food and beverage to a maximum of \$15 per person, will allow Markey's for AV, and will provide support staff, linens, décor, and attendee parking at no additional charge. Seminars can be set classroom style or in rounds. Breakfasts and lunches should be set in rounds of 8.

In exchange for these items, ISAE will include the host property's logo and website material on e-mail blasts; signage at the event; the opportunity for a member of their staff to address the attendees; and website information on our website for event advertising.

### Additional Opportunities

#### Speaker Sponsorship...\$750

Help ISAE provide the best speakers in the business by sponsoring a speaker at one of our breakfasts, lunches or seminars! For only \$750, you'll receive a complimentary registration, signage at the event, an opportunity to introduce the speaker, provide literature at tables, and your logo on all promotional items.

**Please see the next page to make specific date selections!**

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# 2009 Advertising & Sponsorship Opportunities

## Breakfasts, Lunches & Seminars (continued, 3 of 3 pages)

Please note that these sponsorships are available on a first-come, first-serve basis. However, preference will be given to full-package sponsors. Please choose from the following options:

### Breakfasts

- June 10th: Leadership at All Levels

### Lunches

- April 29th: Association Trends
- October 7th: Tech Talk: Practical Technology Applications for Associations

### Seminars

- February 10th: Indiana Non Profit Law
- March 10th: Association 101 — Jump Start your Professional Success (2 yrs. or less experience)
- March 18th: Chapter Chat — Working with Chapters
- May 19th: Not-For-Profit Finance for Non-Finance Professionals
- September 15th: Association 101 — Jump Start your Professional Success (2 yrs. or less experience)

#### Method of Payment

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# 2009 Advertising & Sponsorship Opportunities

## CAE/CEO Management Retreat



The CAE/CEO Management Retreat is a great event if you are trying to reach key CEOs and association decision-makers. It has been said before by CEOs that this is their favorite ISAE event because it allows them to get together with their colleagues and discuss a book or hot-topic. This event is almost always held outside of Indianapolis, allowing Indianapolis-based CEOs to "get away" from the office. The format usually includes a dinner or social gathering on the first night followed by breakfast; topic discussions; lunch; and continued discussions the next day, ending in the early afternoon. This year the CEO/CAE Management Retreat will be held on May 15th & 16th.

### Event Sponsorship...\$1000

- May 15th & 16th  
Sponsor the CAE/CEO Management Retreat and receive one complimentary registration, signage at the event, a 5 minute opportunity to present your services at the breakfast, an opportunity to have literature at the tables and your logo on all promotional materials.

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# 2009 Advertising & Sponsorship Opportunities

## CAE/CEO Breakfasts



During ISAE's development in 1960, the organization was originally designed to serve association executives-only (not additional staff). ISAE later realized that it would be beneficial to provide professional development for all association staff. As a way to keep some of the original focus, we now offer our CAE/CEO Breakfasts.

These events include a continental breakfast and are in a roundtable discussion format, centered around a specific topic. Attendance is usually from 10 to 30 executives. This is a great way to reach the top decision makers! ISAE will offer 3 CAE/CEO Breakfasts this year.

### Breakfast Sponsorship...\$500

- Serve as the breakfast sponsor of one of our three CAE/CEO Breakfasts! For \$500, you will receive one complimentary registration, signage at the event, a 5 minute opportunity to present your services at the breakfast, an opportunity to have literature at the tables and your logo on all promotional materials.

**CAE/CEO Breakfast sponsorships are available on a first-come, first-serve basis. Please choose from the following options:**

- February 20th: Running Associations in Changing Times  
 April 3rd: Value Propositions  
 August 21st: Succession Planning

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# 2009 Advertising & Sponsorship Opportunities

## STAR Awards Banquet (1 of 2 pages)



ISAE's STAR Awards Banquet was created 8 years ago to recognize excellence in association management with awards in various categories. We also recognize individual members and suppliers for their hard work in the association profession. In addition, we thank our volunteers who have contributed their time to ISAE during the year. STAR stands for "Society's Top Association Recognition", and this is what we aim to do...recognize our members.

The banquet is always held in December to add a bit of holiday festivity to the event. Many of our supplier companies purchase tickets and invite their clients as a special holiday thank you.

**Don't miss your opportunity to have access to potential and repeat clients.** Also consider co-sponsoring with a partner firm to reach out at a higher level. Sponsorships are on a first-come basis so make an investment to your business and ISAE by signing up for sponsorship opportunities TODAY!

### All Sponsorships include:

- High level of exposure to key decision makers in STAR awards related promotional materials including:
  - Semi-weekly STAR Awards e-mail to all ISAE members.
  - Professionally printed invitation to the event (sponsors committed prior to October 5, 2009).
  - ISAE STAR Awards section of the Web site.
- On-site signage recognition.
- Complimentary registrations to the event based on sponsorship level (see specifics below).

### Championship Sponsor...\$5,000

- Includes 15 complimentary tickets to the event as well as high-impact exposure through various mediums. Includes signage, email promotion, VIP seating, etc.

### Premier All Star Sponsor...\$2,500

- Includes 10 complimentary tickets at the event as well as high-impact exposure through various mediums. Consider sharing the cost of this sponsorship with another firm to gain new audiences for your firm.

### Shooting Star Sponsor...\$1,250

- Includes 6 complimentary tickets at the event. Your representative will help introduce a 2009 Individual Award winner.

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# 2009 Advertising & Sponsorship Opportunities

## STAR Awards Banquet (continued, 2 of 2 pages)

### Shining Star Sponsor...\$1,000

Includes 4 complimentary tickets to the event.

### Sparkling Star Sponsor...\$750

Includes 2 complimentary tickets to the event.

### Twinkling Star Sponsor...\$500

Includes 1 complimentary ticket to the event.

### Special Prizes...In-Kind

Donate a special prize to be given away to a STAR Awards attendee. This prize could be a dinner for two; an overnight stay or even tickets to an event. Your name will be placed on sponsorship signage and on-site materials.



#### Method of Payment

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# 2009 Advertising & Sponsorship Opportunities

## Annual Convention (1 of 3 pages)



ISAE's Annual Convention is *the* event to be at to connect with other ISAE members. It is attended by our members to mingle with their colleagues; play a round of golf; receive up to 6 continuing education credits; and vote on the 20 Board of Directors.

ISAE's Annual Convention will take place on **July 14th & 15th** for 2009. The format for Convention usually includes a golf outing and opening party on the first day; and on the second day a CVB Expo & Breakfast; opening keynote speaker, two sets of concurrent breakouts; a luncheon keynote speaker;

two sets of concurrent breakouts; and the ISAE Annual Meeting to close out Convention.

### All Sponsorships include:

- Acknowledgement in convention related promotional materials including the bi-weekly Convention e-mails to all ISAE members.
- On-site signage recognition.
- An opportunity to insert items in attendee bags.
- Sponsor ribbons affixed to the badges of all your representatives.
- In addition, **sponsorships of \$1,000 and up** include:
  - One complimentary convention registration.
  - The opportunity to be recognized from the podium and have a company representative introduce a speaker or guest.

### Convention Opening Reception Sponsor...\$2,500

- Let your firm be the one that welcomes attendees to this year's Convention in style with entertainment, hors 'd ourves, refreshments and fun.

### Convention Luncheon...\$1,250

- Gain tremendous exposure for your firm by sponsoring lunch for all Convention attendees.

### Convention Keynote...\$1,000

- Sponsor one of the two premier keynote speakers at this year's Convention.

### Turn Down Amenity...\$750

- Let attendees associate you with pampering when you provide an item with your logo to be delivered to each attendee when their bed is turned down for the night. There is an opportunity for two sponsors (one each night).

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# 2009 Advertising & Sponsorship Opportunities

## Annual Convention (continued, 2 of 3 pages)

### CAE Reception...\$750

- Provide a special welcome to key decision-makers by hosting a reception for our Certified Association Executives (CAEs) on Wednesday night.

### Convention Breaks...\$750

- Three separate opportunities for sponsors for the refreshment breaks between educational sessions.

### Convention Educational Sessions...\$500

- There are eight to twelve separate opportunities for sponsors. Gain additional exposure by choosing to welcome session attendees and introduce the speaker.

### New Member Reception...\$500

- Welcome new ISAE members by sponsoring this reception Wednesday night.

### Annual Meeting Prize...\$500

- Have your company's name on everyone's lips by sponsoring in this category. The Annual Members Meeting will be held at the conclusion of the Convention. To enhance attendance, a drawing will be held for a prize equivalent of \$500. Only those present can win. The sponsor of this event may choose to provide an in-kind or merchandise prize with a retail equivalent of \$500.

### Attendee Name Badges...\$400: SOLD OUT

- Let everyone at the event see your company logo placed on each attendee's badge!

### Convention & Visitors Bureau Expo Breakfast...\$250

- Show off your area to Convention attendees by exhibiting during the CVB Expo Breakfast. Participating CVBs will have table top displays up during the breakfast on Thursday. Convention attendees will have a chance to learn what your area has to offer and why they should book a meeting with you. Participating CVBs will have a special banner in the main Convention area and can choose to maintain their displays through the rest of the day for extra exposure to attendees.

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# 2009 Advertising & Sponsorship Opportunities

Annual Convention (continued, 3 of 3 pages)

## Special Prizes...In-Kind

- Donate a special prize to be given away to a lucky Convention attendee. This prize could include a dinner for two; an overnight stay or even tickets to an event. Your name will be placed on sponsorship signage and on-site registration materials.



### Method of Payment

#### Credit Card

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# 2009 Advertising & Sponsorship Opportunities

## Golf Outing (1 of 2 pages)



ISAE's Golf Outing is held on the first day of the ISAE Annual Convention. If you're looking for a fun, energetic, light-hearted event, then this is your event to sponsor!

Thanks to our sponsors, our golfers enjoy lunch, unlimited beverages and snacks, and treats at sponsored holes. What a great way to "wine and dine" our members!

### All Sponsorships include:

- Acknowledgement in convention related promotional materials including the bi-weekly Convention e-mails that are sent to all ISAE members.
- On-site signage recognition.
- An opportunity to provide items for attendee bags.
- Sponsor ribbons affixed to the badges of all your representatives.

**Please note that golf tournament registration is an additional fee and not included in sponsorships.**

### Golf Beverage Cart...\$750

- Be the hit of the course by sponsoring one of this year's two beverage carts. The sponsor of each cart will have the opportunity to ride in their cart, meeting all participants in the outing.

### Golf Box Lunches...\$500: SOLD OUT

- The second-best thing to free beverages is free food! Our outing attendees will remember your firm for sponsoring the box lunches golfers will receive as they start the tournament. The single sponsor can also choose to be on hand to distribute the lunches.

### Golf Balls/Towels...\$500

- Here is your opportunity to be seen by every member playing in the golf tournament! This opportunity allows you to put your logo on the golf balls and towels that will be provided to each golfer!

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## Golf Outing (continued, 2 of 2 pages)

### Golf Tournament Awards...\$400

- Recognize the winners by being the sole sponsor of the golf tournament awards. Sponsor may elect to assist in the award presentation.

### Driving Range/Putting Green Sponsorships...\$350

- With this exclusive opportunity, your signage will be displayed at the driving range or putting green (depending on which is the better location given the course) and you will be given the opportunity to meet and greet our golfers.

### Golf Hole & Contest Sponsorships...\$295

- Sponsor a golf hole and hold a contest which might include the longest drive, closest to the pin, etc. You may pick your contest and prize, if desired. Sponsor-provided prizes must have a minimum retail value of \$100. Golf club personnel will provide assistance in judging the contests.

### Golf Hole Sponsorships...\$195

- Sponsors may choose to greet golfers; provide giveaways; or offer refreshments. Interactive holes encourage golfers to stop and talk with you. Or you may choose just to play golf and have signage at the hole. Sponsors may not bring in alcoholic beverages, but are able to purchase them from the club in quantity to offer to the golfers.

#### Method of Payment

##### Credit Card

- Visa       Mastercard  
 American Express

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

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Indiana Society of Association Executives**

**9100 Purdue Road, Suite 200 • Indianapolis, IN 46268 • (317) 328-4569**

**Fax: (317) 280-8527 • [www.isae.org](http://www.isae.org) • [info@isae.org](mailto:info@isae.org)**

# 2009 Advertising & Sponsorship Opportunities

## Synergy Newsletter Advertising



ISAE publishes a monthly electronic newsletter that goes out to approximately 450 ISAE members at the beginning of each month. These newsletters inform our members of upcoming ISAE events; provide important updates on legislative and current events; honor those members that have made significant professional and personal achievements; and highlight sections of the members-only portion of our Web site.

Banner ads are a great, consistent way to get your message across to ISAE members.

### Synergy Banner Ads...\$200 per ad/issue

Each banner ad is linked to the advertiser's website.

*Purchase three or more ads in a calendar year and receive a 20% discount!*

- |   |                                       |  |
|---|---------------------------------------|--|
| <input type="checkbox"/> January Issue  | <input type="checkbox"/> May Issue    | <input type="checkbox"/> September Issue |
| <input type="checkbox"/> February Issue | <input type="checkbox"/> June Issue   | <input type="checkbox"/> October Issue   |
| <input type="checkbox"/> March Issue    | <input type="checkbox"/> July Issue   | <input type="checkbox"/> November Issue  |
| <input type="checkbox"/> April Issue    | <input type="checkbox"/> August Issue | <input type="checkbox"/> December Issue  |

#### **Method of Payment**

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