



## 2011 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 happy to try and accommodate you!

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**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)**

# 2011 Advertising & Sponsorship Opportunities

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### **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 opportunity will not be released to someone else.

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# 2011 Advertising & Sponsorship Opportunities

## Premier Partnership Program (1 of 5 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.

### **Platinum Level Sponsorship \$10,000**

#### **Priority Special Event Sponsorship**

##### Annual Convention:

- Sponsor one of the two keynote speakers or breakout presenters; introduce the speaker
- Recognition on promotional materials and on-site
- Two complimentary convention registrations
- Include materials in participant bags
- Golf Hole Sponsorship
- 1/2 page ad in convention registration brochure
- One complimentary golf foursome
- Information/Demo/Hospitality room at Annual Convention to be used at Sponsors' discretion as long as use does not directly conflict with official ISAE Convention functions

##### ISAE STAR Awards:

- Premier All Star sponsor of an individual award
- Logo on all promotional materials
- One page ad in printed program
- 10 complimentary tickets to the event

#### **Breakfasts, Luncheons & Seminars**

- Logo recognition at all events on signage, print materials, and presentations
- Sponsor one educational/lunch event a year including five minutes of podium time and ability to provide attendees with materials on products and services and one complimentary ticket
- 10 complimentary tickets per calendar year to be used, upon prior notification to ISAE, at monthly educational events

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# 2011 Advertising & Sponsorship Opportunities

## Premier Partnership Program (2 of 5 pages)

### Platinum Level Sponsorship \$10,000 Continued

#### E-Newsletter Advertising

- Splash page on ISAE Web site for 12 months
- 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

#### Website Recognition

- As a Platinum 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 ad. *Platinum and Gold sponsors are the only sponsors to receive banner ads!*

#### Mailing Labels

- Access to membership mailing labels: Four sets per year (one each quarter)

#### New Member Packet

- Opportunity to place a sales brochure in all renewal and new member packets

#### E-mail Blasts

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

#### Additional Benefits

- Category exclusivity (no other company in a similar business can be a platinum Sponsor)
- Full Page ad in the GAD, Governmental Affairs Directory

#### Method of Payment

##### Credit Card

Visa      Mastercard  
American Express

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

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

##### Check Enclosed

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 Advertising & Sponsorship Opportunities

## Premier Partnership Program (3 of 5 pages)

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

#### Priority Special Event Sponsorship

##### Annual Convention:

- Sponsor one of the two keynote speakers or breakout presenters; 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
- Six 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 five minutes of podium time; introduce the speaker
- Place promotional items on the tables
- Two complimentary tickets to this event
- Name and logo will be mentioned on all marketing materials except for the quarterly postcard due to space restrictions

#### 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 ad. *Platinum and Gold sponsors are the only sponsors to receive banner ads!*

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# 2011 Advertising & Sponsorship Opportunities

## Premier Partnership Program (4 of 5 pages)

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

#### Mailing Labels

- Access to membership mailing labels: Four sets per year (one each quarter)

#### New Member Packet

- Opportunity to place a sales brochure in all renewal and new member packets

#### E-mail Blasts

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

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

#### Special Event Sponsorships

##### Annual Convention:

- Recognition on promotional materials for sponsoring a convention breakout session
- One complimentary registration
- Opportunity to include materials in participant bags
- Opportunity to introduce sponsored session speaker
- On-site recognition

##### 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
- 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

- Six 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: Two sets per year (one per half)

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# 2011 Advertising & Sponsorship Opportunities

## Premier Partnership Program (5 of 5 pages)

### 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

- Four 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 (one per month).

#### **Method of Payment**

##### **Credit Card**

Visa      Mastercard  
American Express

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

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

##### **Check Enclosed**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

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# 2011 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:

- 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 e-mails.

#### Method of Payment

##### Credit Card

Visa          Mastercard  
American Express

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

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Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

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# 2011 Advertising & Sponsorship Opportunities

## Lunches, Lunch/Seminar Combos (1 of 3 pages)

### Lunches & Lunch/Seminar Combos



This year, the ISAE Professional Development Task Force has elected to include a few lunch/seminar dual events for the programs that simply need a little more time to get to the meat of the meeting. We will also continue to offer stand alone lunches as we have done in the past.

Lunches & lunch/seminars 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 lunch or lunch/seminar 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 luncheon and two lunch/seminar combos to our members.

### Seminars

Seminars differ from luncheons 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 two seminars to our membership this year.

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# 2011 Advertising & Sponsorship Opportunities

## Lunches, Lunch/Seminar Combos & 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 lunches, lunch/seminar combos 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 six or eight crescent seating.

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 2011, 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 six or eight crescent seating.

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...

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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# 2011 Advertising & Sponsorship Opportunities

## Lunches, Lunch/Seminar Combos & 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:*

### Lunches

- September 14: Hidden Money for Your Association

### Lunches/Seminars

- March 9: E-Learning  
 May 25: Volunteer Recruitment

### Seminars

- July 15: Marketing  
 July 15: Membership  
 September 20: Association 101

### Brown Bag Lunches

- February 24: Growing Professional Series Part 1  
 April 12: Growing Professional Series Part 2  
 June 21: Growing Professional Series Part 3

#### **Method of Payment**

##### **Credit Card**

Visa      Mastercard  
American Express

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

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Signature: \_\_\_\_\_

##### **Check Enclosed**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 Advertising & Sponsorship Opportunities

## CAE/CEO Management Retreat & CEO Bootcamp



In 2011, we decided that the best way to engage CEOs and CAEs was to combine the CEO/CAE Retreat and the Bootcamp into one power packed two day event! The Bootcamp portion of the event will be all day on Thursday and then Thursday evening the Retreat will begin. This is a great way for Newer CAEs/CEOs to gain knowledge from the veterans and for the veterans to learn from the fresh faces!

The CAE/CEO Management Retreat/bootcamp 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 October 6 & 7.

### Event Sponsorship...\$1000



#### October 6 & 7

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

<b>Method of Payment</b>	Name: _____
<b>Credit Card</b>	Business Name: _____
Visa          Mastercard	Address: _____
American Express	City/State/Zip: _____
Card #: _____	Phone: _____ Fax: _____
Exp. Date: _____	E-mail: _____
Signature: _____	
<b>Check Enclosed</b>	

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# 2011 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 three 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 five 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 1: How to Sell Strategy When Your Leadership is Tactical
- May 13: Going From Good to Great When Your "Good" Is Good Enough
- September 14: Functional Board: Running Your Board Like A Business

#### Method of Payment

##### **Credit Card**

Visa          Mastercard  
American Express

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

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

##### **Check Enclosed**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 Advertising & Sponsorship Opportunities

## STAR Awards Event (1 of 2 pages)

ISAE's STAR Awards Banquet was created 10 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, first-serve basis so make an investment in your business and ISAE by signing up for sponsorship



### ***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 3, 2011).
  - 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, e-mail 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 six complimentary tickets at the event. Your representative will help introduce a 2010 Individual Award winner.

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# 2011 Advertising & Sponsorship Opportunities

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

The Indiana Society of Association Executive's STAR Awards is one of the largest events held by ISAE each year attracting association and non-profit professionals from around the state. A STAR Awards sponsorship includes high-level of exposure to key decision makers! Don't miss your opportunity to have access to potential and repeat clients.

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

Includes four complimentary tickets to the event.

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

Includes two complimentary tickets to the event.

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

Includes one complimentary ticket to the event.

### Silent Auction Donations...In-Kind

Donate an item to be auctioned off to benefit the charity chosen for this year's program. 100% of the proceeds raised from the silent auction will be donated to charity. This is a great way to support the Indianapolis community and receive recognition for it.

#### Method of Payment

##### **Credit Card**

Visa          Mastercard  
American Express

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

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

##### **Check Enclosed**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 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 six continuing education credits and vote on the 20 Board of Directors.

ISAE's Annual Convention will take place on **July 12—14** for 2011 at the JW Marriott in downtown Indianapolis. The format for Convention usually includes a pre-party the night before golf, a golf outing and opening reception and CVB Expo on the first day. The second day includes an Exhibitor Expo, 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:**

- **NEW Exhibitor Expo**
- 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: (you can combine opportunities to equal \$1,000)
  - 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 SOLD OUT**

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

### **Convention Breakfast...\$1,000**

- Get attendees attention early by sponsoring the breakfast on the opening of the day of education!

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

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

### **Exhibitor Expo...\$600**

- Gain exposure for your firm through exhibiting during our all day education event.

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# 2011 Advertising & Sponsorship Opportunities

Annual Convention (continued, 2 of 3 pages)

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

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

## CAE Reception...\$750 SOLD OUT Pam Speaks!

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

## Convention Breaks...\$700

- 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...\$300

- 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 \$300.

## Attendee Name Badges...\$500

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

## Turn Down Service....\$650

- Make sure that you are the last sponsor attendees see before they turn in for the night! Provide an item to be included with hotel turn down service.

**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)**

# 2011 Advertising & Sponsorship Opportunities

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

### Convention & Visitors Bureau Expo ...\$200

- Show off your area to Convention attendees by exhibiting during the CVB Expo. Participating CVBs will have table top displays up Wednesday evening during the Opening Reception. Convention attendees will have a chance to learn what your area has to offer and why they should book a meeting with you. There will also be an Exhibitor Expo on the second day of Convention. Participating CVBs will have a special banner in the main Convention area and can choose to maintain their displays at the opening reception.

### Young Professional Scholarship...\$300

- In 2011, ISAE would like to provide the opportunity for excelling young professionals to attend the 2011 Convention! A sponsorship of a young professional scholarship will cover the registration for the full convention as well as one night accommodations. This is a great opportunity to show your support of ISAE and young professionals!



#### Method of Payment

##### **Credit Card**

Visa       Mastercard  
 American Express

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

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

##### **Check Enclosed**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 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!

Get the most exposure by putting together a team of your favorite association professionals to compliment your sponsorship!

### Golf Beverage Cart...\$700

- 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...\$600:

- 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! **Sponsor supplies the golf balls and towels.**

### Golf Tournament Awards...\$500

- 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...\$300

- With this exclusive opportunity, your signage will be displayed at the driving range or putting green and you will be given the opportunity to meet and greet our golfers. Both locations will be sold separately for \$300.

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# 2011 Advertising & Sponsorship Opportunities

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

### 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. *\*Golf courses may vary.\**



#### Method of Payment

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Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

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# 2011 Advertising & Sponsorship Opportunities

ISAE publishes a monthly electronic newsletter that goes out to approximately 500 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  |

### ISAE 2010 Annual Sponsors

**Blue Chip Casino Hotel & Spa  
 Excel Decorators, Inc.  
 Grand Wayne Convention Center  
 Horizon Convention Center  
 Markey's Exposition Services**

**Markey's Rental & Staging  
 Meeting Services Unlimited, Inc.  
 South Bend/Mishawaka CVB  
 Stevens & Stevens, LLC  
 TelSpan, Inc.**

**Method of Payment**

**Credit Card**  
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