

The Salute to Association Excellence



March 22, 2019
The Capital Hilton, Washington, DC

Celebrating 40 years!

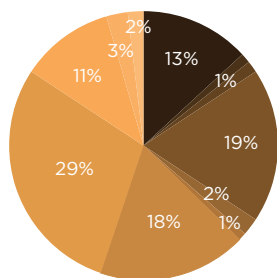
ABOUT THE EVENT:

Known as the industry event to attend, the awards luncheon draws a crowd of over 500 leading association professionals each year. This annual event honors the Association Executive of the Year, Association Partner of the Year, Young & Aspiring Professionals, Leading Lobbyists, and winners of the TRENDS All Media Communications Contest. Don't miss out on your opportunity to be a part of this prestigious event.

WHO ATTENDS:

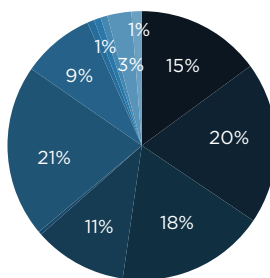
Each year hundreds of top association executives attend the Salute. In addition to executive directors, CFOs and senior leadership there is also a large representation of top association communications and marketing executives who are there to receive honors in the Association TRENDS All Media Awards.

Participant titles



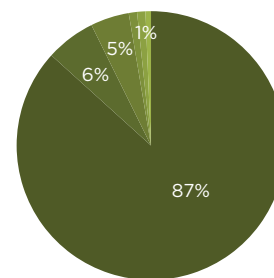
- Manager
- Coordinator
- Consultant
- VP
- Assistant
- Contoller
- Director
- ED/CEO
- C-Suite
- Editor/Publisher
- Other

Organization's budget range



- \$2-5,000,000
- \$5-10,000,000
- \$25-50,000,000
- \$50-100,000,000
- \$250-500,000
- \$10-25,000,000
- \$100-500,000,000
- \$50-100,000
- \$500-1,000,000
- \$100-250,000
- \$1-2,000,000
- \$25-50,000

Organization Type



- Trade Association/Professional Society
- Professional Service Provider
- Corporation
- Special Interest Group/Coalition
- Other
- Charitable/Service Organization/Foundation
- Educational Institution

The Salute to Association Excellence



Salute Grand Sponsorship: \$10,000

Sponsorship of the Salute to Association Excellence includes:

- ▶ Five (5) staff registration passes
- ▶ Fifteen (15) registration passes, including facilitation and invitations, for sponsors to offer nonprofit executives to attend the awards luncheon as their guests (a \$109 savings to them)
- ▶ Private VIP reception with honorees and VIP guests on the day of the event
- ▶ Complimentary invitations for registered staff to attend an exclusive VIP reception to network with current and previous honorees, nominees, and other VIP association executives prior to the luncheon
- ▶ Sponsor logo and active link to sponsor website prominently featured online
- ▶ Sponsor logo recognition on all promotional collateral with more than 170,000 impressions through e-mail blasts, as well as approximately 3,000 through direct mail
- ▶ Signage at event designating your company as a sponsor
- ▶ Sponsor logo on event postcard invitation sent to approximately 5,000 association executives
- ▶ Logo recognition in event program, including one (1) full-page ad
- ▶ Literature or company collateral placement in attendee gift bag
- ▶ Pre-event confidential attendee list available one week prior to the event including full contact information with mailing and e-mail addresses
- ▶ Post-event confidential attendee list following the event including full contact information with mailing and e-mail addresses
- ▶ Verbal acknowledgement and thanks from the podium during opening remarks of the ceremony
- ▶ Industry exclusivity as a sponsor (i.e. we will not accept competing sponsors within the same industry that sell similar products and services)

Additional Sponsorship Options:

**Contact Sharon Pare at sharon@associationtrends.com for specific package details*

All Media Sponsorship

- ▶ Signage in the All Media Gallery
- ▶ Verbal acknowledgment from the stage
- ▶ Exclusivity

\$6,000

Young & Aspiring Sponsorship

- ▶ Signage at the event
- ▶ Verbal acknowledgment from the stage
- ▶ Exclusivity

\$6,000

Leading Lobbyists Sponsorship

- ▶ Signage at the event
- ▶ Verbal acknowledgment from the stage
- ▶ Exclusivity

\$6,000

The Salute to Association Excellence



Increase your Brand Exposure with Additional Opportunities

*All opportunities are exclusive

Must be a salute sponsor to take advantage of these additional opportunities.

Lanyard sponsorship: \$2,500

Logo on lanyards for attendees.

VIP reception sponsorship: \$5,000

Opportunity to welcome guests to the cocktail reception taking place prior to the awards program.

Champagne Toast Sponsorship: \$6,000

Opportunity to verbally toast with the audience at the close of the ceremony.

FULL-PAGE PROGRAM ADVERTISEMENT SPECIFICATIONS:

Full page NONBLEED: 7.5" wide x 10" deep

Full page BLEED: Actual size is 8.5" x 11" but bleed by a quarter-inch around (9"x 11.5")

Format: Ads must be full-color, high resolution JPEG or PDF format

Please email files to Jamie Herring - jherring@columbiabooks.com no later than January 12, 2018

HOW DO I GET INVOLVED?

Leave a lasting impression on attendees and get involved today! Please contact Sharon Pare via phone, 240-235-0272 or e-mail, sharon@associationtrends.com

RECENT EXECUTIVE OF THE YEAR HONOREES:

- 2018 - Arlene A. Pietranton, PhD, CAE, *American Speech-Language-Hearing Association (ASHA)*
- 2017 - Dawn Sweeney, *National Restaurant Association*
- 2016 - Jay Timmons, *National Association of Manufacturers*
- 2015 - John Engler, *Business Roundtable*
- 2014 - Susan K. Neely, CAE, *The American Beverage Association*
- 2013 - John Graham IV, ASAE, *The Center for Association Leadership*

- 2012 - Gary LaBranche, *CAE Association for Corporate Growth*
- 2011 - Barry C. Melancon, CPA *American Institute of CPAs*
- 2010 - Norbert R. Ryan, *USN-Ret. Military Officers Assn of America*
- 2009 - Connie Tipton, *International Dairy Foods Association*
- 2008 - Roger Dow, *U.S. Travel Association*

Previous Sponsors Include



Sponsorship Agreement



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- Grand Sponsorship: \$10,000
- All Media Awards Sponsorship: \$6,000
- Young & Aspiring Sponsorship: \$6,000
- Leading Lobbyists Sponsorship: \$6,000
- Additional Add-on Sponsorship: _____

() I agree to sponsor the 2019 Salute to Association Excellence:

Sponsor Signature: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsor Contact: _____ Title: _____

E-mail Address: _____ Daytime Phone: _____

Please provide the contact information for the person whom we may coordinate with regarding additional marketing materials from your firm.

Marketing Contact: _____

E-mail Address: _____ Daytime Phone: _____

Please return completed form to Jamie Herring at jamie@associationtrends.com