



INTERNATIONAL
LIVE EVENTS ASSOCIATION

NORTHERN CALIFORNIA CHAPTER

STRATEGIC PARTNERSHIP PROGRAM

ILEA NORTHERN CALIFORNIA CHAPTER

THE STRATEGIC PARTNER PROGRAM

Strategic Partners are year-long contractual relationships between local ILEA 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.

A Strategic Partnership with ILEA NCC may be achieved by providing a cash donation to the chapter. You may join the partnership program at any time throughout the year.

There are four (4) levels of partnership, ranging in value and benefits.

The partnership revenue received through this program directly benefits the ILEA NCC members.

This donation allows your business to have increased visibility, a broader advertising reach, and prominent positioning throughout the Special Events & Hospitality industry of the Greater Bay Area.

By joining ILEA NCC as a Strategic Partner, you'll be among many of the leading Bay Area event companies taking advantage of a wide-range of valuable benefits, including complimentary tickets to our annual gala in July, admission to our VIP Reception and tickets to our renowned educational programs.

Additional benefits include features in our growing social media program, banner ads and logos on the ILEA NCC website and on all the meeting marketing materials and newsletters.

Having the partnership agreement in place at the beginning of the program term (July - June) ensures maximum exposure and potential ROI.

LEARN MORE ABOUT ILEA NCC: WWW.ILEANCC.ORG

PARTNER TESTIMONIALS

"I've loved being a strategic partner for ILEA. Not only is there a huge amount of value in terms of perks and tickets to events, but the visibility is really what it is all about. Having our logo featured in emails and at events positions us as givers in the events community, and keeps us top of mind as one of the companies that is "in it to win it."

HUGH GROMAN
OWNER, HUGH GROMAN GROUP

"It is a privilege to partner with an association so committed to education and elevating the level of professionalism throughout the event industry. ILEA-NCC fosters an environment for new event professionals to network and cultivate relationships with seasoned professionals - a beneficial two-way street - one side gaining valuable knowledge from event pros, the other staying fresh and current via the insight of someone new to our industry. It's an invaluable resource."

CRISTINE THOMAS,
EDITOR-IN-CHIEF, TODAY'S BRIDE SF

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PLATINUM PARTNER BENEFITS

- Ten (10) complimentary tickets for use at any meeting during the fiscal year
- One (1) table at our Annual Fundraising Gala
- Admission to the ILEA NCC VIP Reception
- Logo on partnership page of website
- Logo on all meeting marketing materials
- Logo in newsletter
- Spotlight feature in a monthly newsletter *(to be scheduled)*
- Opportunity for a two minute infomercial from the podium at an education program
- One (1) promotional email sent to ILEA NCC database of contacts (content to be approved by ILEA NCC)
- Recognition from podium during each meeting and at the Gala
- Partnership designation on name badge
- Unlimited job postings featured on the ILEA NCC website + email blast to all contacts
- Homepage Scrolling Banner on ILEA NCC's website
- Facebook or Instagram Sponsored Ad on your choice of ILEA NCC's social media page, up to \$50
- Strategic Partner Promotional Reel featured on newsletters and social media
- Instagram Suite: Story takeover, 4 posts on feed, Instagram Live interview *(to be scheduled during a designated month)*
- One (1) LinkedIn Highlight Post on ILEA NCC Account

MEMBER

\$4,600

ANNUALLY

Breakdown:

\$383 / month

in your marketing budget!

NON MEMBER

\$5,100

ANNUALLY

Breakdown:

\$425 / month

in your marketing budget!

VALUE

\$5,000



GOLD PARTNER BENEFITS

- Four (4) complimentary tickets for use at any meeting during the fiscal year
- Four (4) complimentary tickets to the Annual Fundraising Gala
- Admission to the ILEA NCC VIP Reception
- Logo on partnership page of website
- Logo on all meeting marketing materials
- Logo in monthly digital newsletter
- Spotlight feature in a monthly digital newsletter *(to be scheduled)*
- One (1) promotional email sent to ILEA NCC database of contacts
(content to be approved by ILEA NCC)
- Recognition from podium during each meeting and at the Gala
- Partnership designation on name badge
- Unlimited job postings featured on the ILEA NCC website + email blast to all contacts
- Facebook or Instagram Sponsored Ad on your choice of ILEA NCC's social media page, up to \$50
- Strategic Partner Promotional Reel featured on newsletters and social media
- Instagram Suite: Story takeover, 3 posts on feed, Instagram Live interview
(to be scheduled during a designated month)
- One (1) LinkedIn Highlight Post on ILEA NCC Account

MEMBER
\$2,750
ANNUALLY

Breakdown:
\$229 / month
in your marketing budget!

NON MEMBER
\$3,250
ANNUALLY

Breakdown:
\$271 / month
in your marketing budget!

VALUE
\$3,750



SILVER PARTNER BENEFITS

- Three (3) complimentary tickets for use at any meeting during the fiscal year
- Two (2) complimentary tickets to the Annual Fundraising Gala
- Admission to the ILEA-NCC VIP Reception
- Logo on partnership page of website
- Logo on all meeting marketing materials
- Logo in newsletter
- Spotlight feature in a monthly newsletter *(to be scheduled)*
- One (1) promotional email sent to ILEA-NCC database of contacts
(content to be approved by ILEA-NCC)
- Recognition from podium during each meeting and at the Gala
- Partnership designation on name badge
- Two (2) job postings featured on the ILEA-NCC website + email blast
to all contacts
- Strategic Partner Promotional Reel featured on newsletters and social media
- Instagram Suite: Story takeover, 2 posts on feed, Instagram Live interview
(to be scheduled during a designated month)
- One (1) LinkedIn Highlight Post on ILEA NCC Account

MEMBER
\$1,400

Breakdown:
\$117 / month
in your marketing budget!

NON MEMBER
\$1,650

Breakdown:
\$138 / month
in your marketing budget!

VALUE
\$1,850



BRONZE PARTNER BENEFITS

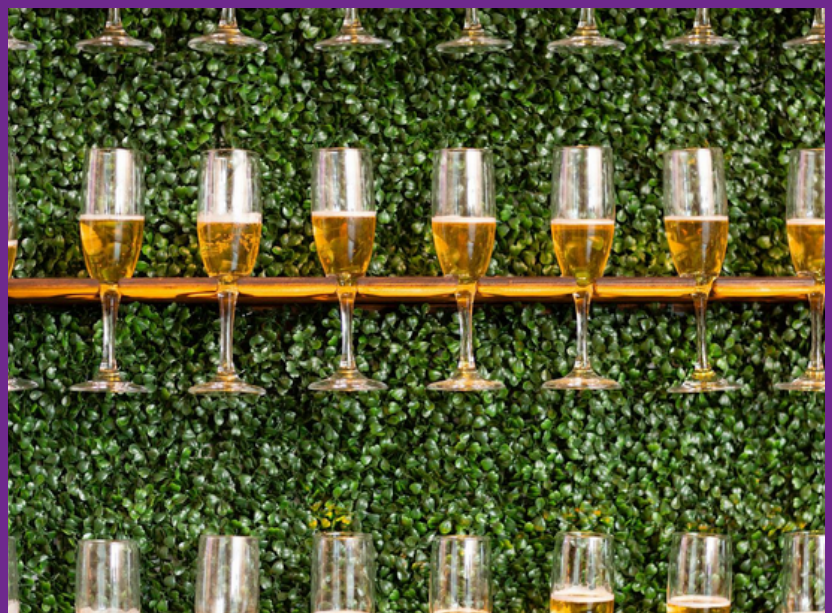
- One (1) complimentary ticket for use at any meeting during the fiscal year
- One (1) complimentary ticket to the Annual Fundraising Gala
- Admission to the ILEA-NCC VIP Reception
- Logo on partnership page of website
- Logo on all meeting marketing materials
- Logo in monthly digital newsletter
- Partnership designation on name badge
- 50% discount on all job postings featured on the ILEA-NCC website + email blast to all contacts
- Strategic Partner Promotional Reel featured on newsletters and social media
- Instagram Suite: Story takeover, 1 post on feed, Instagram Live interview *(to be scheduled during a designated month)*
- One (1) LinkedIn Highlight Post on ILEA NCC Account

MEMBER
\$600

Breakdown:
\$50 / month
in your marketing budget!

PACKAGE
AVAILABLE
FOR
MEMBERS
ONLY

VALUE
\$650



LIVE EVENTS BENEFITS OVERVIEW

SPONSORSHIP LEVEL	PLATINUM		GOLD		SILVER		BRONZE
Cash Donation	\$4,600 - \$5,100		\$2,750 - \$3,250		\$1,400 - \$1,650		\$600
Complimentary Educational Program Tickets	10 tickets		4 tickets		3 tickets		1 ticket
Complimentary Gala Tickets	10 tickets/ 1 table		4 tickets		2 tickets		1 ticket
Admission to VIP Reception	✓		✓		✓		✓
Banner ad on homepage of website	✓						
Logo on sponsorship page of website	✓		✓		✓		✓
Logo on marketing materials	✓		✓		✓		✓
Logo in newsletter	✓		✓		✓		✓
Spotlight feature in monthly newsletter	✓		✓		✓		✓
2-Minute infomercial from podium at Education Program	✓						
(1) Promotional email sent to ILEA-NCC database of contacts	✓		✓		✓		
Recognition from podium during event	✓		✓		✓		
Partnership designation on name badge	✓		✓		✓		
Discount on job postings featured on ILEA-NCC Website	Unlimited		Unlimited		2 postings		50% off postings
Available to members/ non-members	Both		Both		Both		Members Only

VIRTUAL BENEFITS OVERVIEW

SPONSORSHIP LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Cash Donation	\$4,000 - \$4,500	\$2,650 - \$3,150	\$1,350 - \$1,600	\$600
Homepage Scrolling Banner on ILEA-NCC Website	✓			
Facebook Sponsored Ad (\$50)	✓	✓		
Strategic Partner Reel (Video)	✓	✓	✓	✓
Instagram Story Takeover	✓	✓	✓	✓
Instagram Posts	4 posts	3 posts	2 posts	1 post
Instagram Live Interview	✓	✓	✓	✓
LinkedIn Highlight Post	✓	✓		





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THANK YOU FOR CONSIDERING OUR

STRATEGIC PARTNERSHIP PROGRAM

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*We look forward to speaking with you
about ways to partner!*