

NATIONAL SPEAKERS ASSOCIATION



## **Are you...**

Eager to promote your products and services to a highly influential niche of hundreds of professional speakers, authors, consultants, trainers, coaches, and other entrepreneurs in and around New England?

Looking for cost-effective, high yield vehicles for advertising your business and building visibility with the right target market throughout the year?

## **Meet NSA New England!**

At NSA New England, we serve hundreds of current and former members – plus hundreds of affiliated guests.

We're also the premiere organization that serves the needs of professional speakers in New England. As an award-winning chapter of the National Speakers' Association, we offer a range of programming, special events, conferences, and other learning opportunities to attract and retain our highly successful membership.

## **How Can I Reach This Group?**

By sponsoring a meeting for only \$300 (\$500 to sponsor 2 meetings), your service will be the only sponsor of that particular meeting. Your business will exclusively be brought to attendees' attention in all of these ways:

- "Sponsored by" listing (including your logo) and link to your website on our popular web site" – please provide us with logo or design you would like us to use
- Brought to you by" wording in communications to members that promote the meeting (and link to your site) – please send wording to Elizabeth Freedman, board member
- Information table set up in high-traffic area of meeting room (you can staff the table, or we can do it if you are unable to attend)
- Encourage you to make a time-limited special offer (big bonus or discount) tied to the meeting day, to drive immediate sales.

It is a win-win-win proposition. Your business will win, by getting in front of dozens of new potential customers. Our members will win, by learning about a great vendor. And our association chapter will win, by being able to keep meeting prices affordable thanks to your sponsorship.

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## **Market Your Business to NSA New England today!**

Sponsor a Saturday meeting for only \$300/meeting (\$500 when you agree to sponsor two meetings in 12 months).

Your company can be the EXCLUSIVE *'Meeting Sponsor of the Day'* as we promote you and your business throughout the six-hour program.

### **What You Receive:**

- Only one sponsor per meeting - to ensure your message is not diluted.
- You or a representative from your company will be introduced and recognized during the meetings by our Chapter President.
- Company representative can present a five-minute 'commercial' (see guidelines below). This can be done via Skype or pre-recorded video if unable to attend.
- Company banner, signage, or other information (provided by your company) may be displayed at our meeting site during our events.
- Table tents or brochure (provided by your company) may be placed on every table during our events.
- Banner ad with your logo placed prominently in all of our weekly newsletters that promote "your" meeting [www.nsanewengland.com](http://www.nsanewengland.com) for one year.

### **Other Opportunities to Reach Our Community:**

- Donate your product of service to our auction**, and build goodwill and name recognition in front of your target market.
- Sponsor our annual awards**, from Chapter Member of the Year to the coveted Charlene Shea award, named after our Chapter founder. Your \$500 donation funds award gifts and positions you in a special way.

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## How It Works:

We require a \$100 nonrefundable deposit to lock in your meeting. The balance is due one week before the event (we accept checks or credit cards). Please send payment to NSA Chapter Administrator Donna Powell.

- Please help our audience understand what you do best by addressing the following points in your 'commercial':
  - What does your product/service do?
  - How can your product/service specifically help professional speakers? Please provide some examples.
  - How can we learn more about what you do?
- To maximize results, you are encouraged to have handouts with a discounted, time-limited offer. Contact our VP of Marketing, Marilee Driscoll at 508-830-9975 for help with your offer.
- You may use PowerPoint slides, video, etc., which must be emailed to Donna Powell **the Wednesday before the Saturday meeting** that you are sponsoring.
- Bring samples of your work that can be easily shared with a room of 50 or so people. For example, if you are a photographer, bring a few PowerPoint slides with business photos you took of clients. If you are a book publisher, bring a book for each table, and a PowerPoint with sample book covers.
- We encourage you to have one (or more) of our members (ideally a client of yours) introduce you and explain why they are so thrilled with your company. A satisfied client in the same occupation is your best salesperson!

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## Ready to Get Started?

**We look forward to starting a successful partnership together!**

Your Sponsorship Team:

VP, Marketing – NSA New England Board  
Marilee Driscoll  
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NSA New England Board Member – Sponsorship Committee  
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### **Other Resources:**

NSA New England Website:  
<http://www.nsanewengland.com>

National Speakers' Association:  
<http://www.nsaspeaker.org>