



# APMP-NCA Corporate Partner Program

## What is the APMP-NCA Corporate Partner Program?

The APMP-NCA Corporate Partner program is an opportunity for companies supporting the business development, capture, and proposal management industry in the Washington, D.C. metropolitan area to easily reach your target market. The program provides both in-person events and multi-media vehicles to reach APMP-NCA members and non-members.

## Benefits: Choosing the Best Level of Sponsorship for Your Company

Corporate Sponsors enjoy the benefits detailed below. Our program is designed to help you connect with your customers, reach new target audiences, and network with industry thought leaders. Your dues help support the largest APMP Chapter in the United States in our efforts to help business development, capture and proposal professionals succeed. **Payment by March 1, 2020 will receive 10% discount!**

Partner Benefits	Gold Level \$750	Platinum Level \$1,750	Diamond Level \$2,100
Half page ad in eZine (reaches more than 1,300 professionals)	✓	✓ +1 additional ad	✓ + 2 additional ads
Annual Conference Exhibit (averaging 200 – 300 attendees, valued at \$700)	✓ Booth and 1 free ticket for exhibitor	✓ Booth and 1 free ticket for exhibitor	✓ Booth and 2 free tickets for exhibitor
Special Event Booth Exhibit at Capture Breakfast or Speaker Series event (typical attendance ~100 professionals)	✓ Display booth only	✓ 1 free ticket when displaying at the event	✓ 2 free tickets when displaying at the event
Company logo and description on APMP-NCA Website (reaching audience in the thousands)	✓	✓	✓ Featured at the top of the page
NCA Twitter re-Tweets (@1,142 followers)	✓	✓	✓
Educational Webinar (average attendance over 200)	N/A	✓	✓
Company Blog on NCA homepage (reaching audience in the thousands)	N/A	✓	✓
Free Advertisement in Annual Conference Program and App	✓	✓	✓
Social Media Spotlight – Dedicated Post on LinkedIn and Facebook and 5 Fact Friday email blast	✓ Once a Year	✓ Twice a Year	✓ Three Times a Year
Discounted Tickets to Speaker Series and conference events	✓ 10% off employee tickets to all APMP-NCA events	✓ 15% off employee tickets to all APMP-NCA events	✓ 20% off employee tickets to all APMP-NCA events



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## Program Eligibility

The APMP-NCA Corporate Partner program requires that at least one senior level company representative be an active, dues-paying APMP member affiliated with the NCA Chapter. Corporate Partner employees do not receive membership benefits through the Corporate Partner program—they must still register as APMP-NCA Chapter affiliated members to receive member benefits.

## Program Contact

I am the APMP-NCA Corporate Partner program contact, Ashley Kayes. I can be reached at [partners@apmpnca.org](mailto:partners@apmpnca.org).

## Additional Program Details

### Ezine Advertising

APMP-NCA publishes a quarterly *Ezine*, the chapter's newsletter. Regardless of whether you advertise, your logo and website address are listed in every issue in recognition of your contributions as a Corporate Partner.

**Ezine Ad Specifications:** Ad copy should be submitted digitally as actual-sized color or black and white artwork. The size for a half-page ad is 5.5" x 8.5". Minimum resolution is 150 dpi. Artwork may be provided in .jpg, .ai, .eps, or .pdf format. Please submit your ad to me, Ashley Kayes, by the advertising deadline corresponding to the issue in which you wish your ad to appear.

### Annual Conference Exhibiting

The APMP Mid-Atlantic Annual Conference and Expo is held every year in in the Fall and is APMP-NCA's signature event. Attendance exceeds 300 professionals from the Mid-Atlantic area and beyond. If you elect to exhibit, you receive one free registration for a representative of your company. All other representatives must pay the appropriate member or non-member registration fee based on their individual APMP-NCA membership status.

### Website Listing

The APMP-NCA website has a link to the Corporate Partner Buyer's Guide Web page. Under your logo, we list your contact information, website with active link, and 125-word company description. The Buyer's Guide is exclusive to Corporate Partners.