



## ASSOCIATION EXECUTIVES OF NORTH CAROLINA

### Memo

To: Allied, Affiliate, and CVB Members

From: Diane Weems  
Events & Sales Manager

Re: "2006-2007 Enhanced Powerful Partner Program"

Take advantage of discount opportunities by committing up front and pre-paying for the 2006-2007 Powerful Partner Program.

Many of AENC's Allied, Affiliate, and CVB members contribute to the association throughout the year with meeting and golf partnerships, trade show exhibits, tabletop exhibits, and advertising in the newsletters and the *Resource Guide*. This Powerful Partner Program will ensure you receive optimum recognition for your contributions.

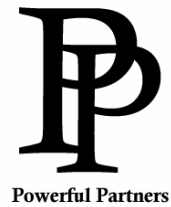
### Partnership Value:

- Recognition throughout the year at all AENC events and in publications
- Networking opportunities with Association CEOs and staff
- Preplanning information for budgeting purposes
- Pre-payment discounts!

The details for the program are attached, along with information on available sponsorships. A sponsorship form is also included with this information.

Allied, Affiliate, and CVB members receive value for their sponsorships through recognition. This program provides that recognition throughout the year, with a higher level of visibility.

*Enhanced Powerful Partner Program  
2006-2007 “Sponsorship Details”*



As an AENC Powerful Partner:

- Your company name will appear on the Powerful Partner page of each AENC *Newsletter* listed in the appropriate level. Platinum Partners will be listed first, Gold Partners will be listed second, Silver Partners will be listed third, and Bronze Partners will be listed fourth. Company names will be listed in descending order according to the financial level of commitment (i.e., the company that commits the most money will be listed first).
- Your company name will appear on the Powerful Partner sign at AENC’s Trade Show, Annual Meeting and luncheon meetings. Platinum Partners will be listed first, Gold Partners will be listed second, and Silver Partners will be listed third. Company names will be listed in descending order according to the financial level of commitment (i.e., the company that commits the most money will be listed first).
- Each representative of the company attending any AENC function will receive a Powerful Partner ribbon denoting the level of sponsorship (i.e., Platinum Partner, Gold Partner, etc.) on their name badge for each AENC function.
- Should the yearly commitment include a luncheon meeting or CEO Forum, the company will be given a tabletop display space at that particular meeting or forum. Luncheon sponsors will also receive three to four minutes of time at the podium and two complimentary luncheon registrations.

**Powerful Partners get a discount!!!**

You may deduct a percentage from your total if you prepay at the beginning of the sponsorship year. For example, your company will advertise in the *Resource Guide* and *AENC News*, sponsor a luncheon, exhibit at the trade show, sponsor trade show A/V, sponsor a hole at the Golf Outing, sponsor printing at the Legislative Reception, and sponsor a reception at the Annual Meeting. Your total could be close to \$11,000. When you prepay for the year, you may deduct 20% of that total, as a Platinum Partner, or pay only \$8,800.

**Powerful Partner Levels and Discounts**

|                         |                    |              |
|-------------------------|--------------------|--------------|
| <b>Platinum Partner</b> | \$10,000 or more   | 20% discount |
| <b>Gold Partner</b>     | \$5,000 to \$9,999 | 15% discount |
| <b>Silver Partner</b>   | \$3,000 to \$4,999 | 10% discount |
| <b>Bronze Partner</b>   | \$1,000 to \$2,999 | 5% discount  |
| <b>Patron Partner*</b>  | \$ 100 to \$ 999   | no discount  |

\***Patron Partners** will have their company name listed in the Annual Meeting program booklet only.

## Descriptions

### Advertising (2006-2007 Rates)

Prepayment of advertising for the year will apply toward your Powerful Partner level. Advertising is available in the following publications:

**AENC Resource Guide** is produced annually and distributed in mid-October. This publication is an outstanding resource for information on individual members, peer support, associations, meeting facilities, cities, and more! Black and white, as well as full color advertising is available in the *Resource Guide*, and you must supply the camera-ready ad copy.

#### Covers

- Outside back cover (color only) **\$2,035**
- Inside front cover (color only) **\$1,555**
- Inside back cover (color only) **\$1,370**

#### Ads

- |             | <b>Black/White</b> | <b>Color</b> |
|-------------|--------------------|--------------|
| • Full page | <b>\$ 570</b>      | <b>\$995</b> |
| • Half page | <b>\$ 405</b>      | <b>\$825</b> |

#### Tabbed Dividers

There are ten total tab dividers in the Resource Guide. Ads for the tabs are to be full page. Tabs are printed in black/white only on both sides (Side A and Side B). Side A is the front of the tab, and Side B is the back of the tab. The following tabs mark beginning of the section indicated:

| <u>Tabbed Divider</u> | <u>Section</u>                  |                | <u>Tab Rates</u> |                |
|-----------------------|---------------------------------|----------------|------------------|----------------|
|                       |                                 |                | <b>B&amp;W</b>   | <b>Color</b>   |
|                       |                                 | Side A (front) | <b>\$645</b>     | <b>\$1,015</b> |
|                       |                                 | Side B (back)  | <b>\$695</b>     | <b>\$1,065</b> |
| 1                     | CEO & Association Staff members | A&B            |                  |                |
| 2                     | Affiliate/Retired/Life members  | A&B            |                  |                |
| 3                     | CVB Members                     | A&B            |                  |                |
| 4                     | Allied Members                  | A&B            |                  |                |
| 5                     | Charlotte Chapter               | A&B            |                  |                |
| 6                     | Members by Organization         | A&B            |                  |                |
| 7                     | Association Profiles            | A&B            |                  |                |
| 8                     | Peer Support Service            | A&B            |                  |                |
| 9                     | Services                        | A&B            |                  |                |
| 10                    | City Profile Guide              | A&B            |                  |                |
| 11                    | Meeting Facilities Guide        | A&B            |                  |                |

Add 20% to total cost for bleeds.



The *Success by Association, the AENC Newsletter*, is produced five times each year, September, November, January, March, and May/June. This publication features news about AENC members, and helpful articles about association management.

## Advertising Rate Sheet

A **Newsletter Publication Insertion Order Form** must be signed indicating the number of issues requested to obtain the discounted rates.

| <b><u>Rates per Issue</u></b> | <b>1 Issue</b> |                   | <b>2-3 Issues</b> |                   | <b>4-5 Issues</b> |                   |
|-------------------------------|----------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|                               | <b>B&amp;W</b> | <b>Full Color</b> | <b>B&amp;W</b>    | <b>Full Color</b> | <b>B&amp;W</b>    | <b>Full Color</b> |
| <b>September 2006</b>         |                |                   |                   |                   |                   |                   |
| Full Page                     | \$565          | \$640             | \$485             | \$555             | \$430             | \$490             |
| Half Page                     | \$365          | \$410             | \$320             | \$355             | \$280             | \$315             |
| Fourth Page                   | \$230          | \$265             | \$200             | \$230             | \$185             | \$205             |
| <b>November 2006</b>          |                |                   |                   |                   |                   |                   |
| Full Page                     | \$565          | \$640             | \$485             | \$555             | \$430             | \$490             |
| Half Page                     | \$365          | \$410             | \$320             | \$355             | \$280             | \$315             |
| Fourth Page                   | \$230          | \$265             | \$200             | \$230             | \$185             | \$205             |
| <b>January 2007</b>           |                |                   |                   |                   |                   |                   |
| Full Page                     | \$565          | \$640             | \$485             | \$555             | \$430             | \$490             |
| Half Page                     | \$365          | \$410             | \$320             | \$355             | \$280             | \$315             |
| Fourth Page                   | \$230          | \$265             | \$200             | \$230             | \$185             | \$205             |
| <b>March 2007</b>             |                |                   |                   |                   |                   |                   |
| Full Page                     | \$565          | \$640             | \$485             | \$555             | \$430             | \$490             |
| Half Page                     | \$365          | \$410             | \$320             | \$355             | \$280             | \$315             |
| Fourth Page                   | \$230          | \$265             | \$200             | \$230             | \$185             | \$205             |
| <b>May/June 2007</b>          |                |                   |                   |                   |                   |                   |
| Full Page                     | \$565          | \$640             | \$485             | \$555             | \$430             | \$490             |
| Half Page                     | \$365          | \$410             | \$320             | \$355             | \$280             | \$315             |
| Fourth Page                   | \$230          | \$265             | \$200             | \$230             | \$185             | \$205             |

**Email, broadcast fax banner ads, and Website Advertising** are available throughout the year.

Advertising will be included in the next available email or broadcast fax to AENC members, and appear in the order in which they are received. Website Advertising will be available throughout the year.

Advertising will be included on a space available basis.

- Banner ad for one email, fax newsletter or notice **\$100**
- Website advertising: Three month banner ad at aencnet.org **\$150**
- Website advertising: Six month banner ad at aencnet.org **\$250**
- Website advertising: One year banner ad at aencnet.org **\$450**

*Additional information about advertising is available from the AENC Office. To purchase advertising or for additional information, please contact the AENC office at (919) 821-1648 (phone), (919) 821-2855 (fax), or email at [diane@aencnet.org](mailto:diane@aencnet.org).*

## Luncheons

AENC will hold luncheons in September, November, February and April each year.

- Luncheon Meeting sponsor **\$2,500 each meeting**

*Luncheon sponsors will have a table for display purposes in the **location of their choice**, may place brochures at the tables prior to the luncheon, and will be given three to four minutes at the podium.*

**A limited number of sponsorships are available. Please contact Diane Weems at (919) 821-1648 to reserve your sponsorship. Luncheon sponsorships are first-come, first-received with payment.**

*The appropriate sponsor agreement will be mailed upon receipt of your Order Form*

## In-Kind Luncheon

**Host properties only** are eligible for in-kind sponsorships. Due to recent changes in our luncheon structure providing the luncheon at no cost to members, we are asking properties to provide lunches as an in-kind donation to AENC. The host property will receive 75% of the retail value credit toward their Powerful Partner level. There will never be more than one sponsor and one host-sponsor for each luncheon. Both will receive a display area and three-to-four minutes at the podium.

## CEO Forum/Association Management Forum

Sponsoring a CEO or Association Management Forum is a unique opportunity. As a sponsor, you and the Host Sponsor will be the only Allied, Affiliate or CVB members in attendance. You will be invited to help with the registration, allowing for quality one-on-one time with each registrant. Forum sponsors will be given a tabletop display space in the location of their choice.

- CEO or Association Management Forum **\$1,000 and \$2,500**

*A limited number of CEO/Association Management Forum sponsorships are available. Please contact Diane Weems at (919) 821-1648 to reserve your sponsorship. CEO/Association Management Forum sponsorships are first-come, first-received with payment.*

*There is also the opportunity to serve as a host sponsor for the CEO/Association Management Forums. A host sponsor would provide the meeting space and food free and be given credit for 75% of the retail value of the contribution. There can only be one host sponsor and one regular sponsor per Forum.*



## 2006 Mid-Year Meeting and Trade Show

The AENC Mid-Year Meeting and Annual Trade Show are now a combined event. The event will be held December 9, 2004, at the Raleigh Convention and Conference Center Complex in downtown Raleigh. This is an excellent opportunity to present your products and services to a large number of association executives and staff. Partnerships will give you even more exposure!

|   | <b>Before<br/>July 30</b> | <b>After<br/>July 30</b>                     |
|---|---------------------------|--|
| • Aisle booth at AENC Trade Show          | <b>\$610</b>              | <b>\$695</b>                                 |
| • Corner booth at AENC Trade Show         | <b>\$685</b>              | <b>\$790</b>                                 |
| • Trade Show sign sponsor                 |                           | <b>\$500</b>                                 |
| • Trade Show A/V sponsor                  |                           | <b>\$1,000</b>                               |
| • Trade Show Exhibitors Lounge sponsor    |                           | <b>\$1,000</b>                               |
| • Trade Show Tote Bag sponsor             |                           | <b>\$1,000</b> (plus 500 to 600 bags)        |
| • Printing sponsor for Trade Show Program |                           | <b>\$3,000</b> (3 available at \$1,000 each) |
| • Trade Show sponsor                      |                           | <b>\$5,000</b> (5 available at \$1,000 each) |

*The appropriate sponsor agreement or Trade Show Exhibit Contract will be mailed upon receipt of your Order Form.*

## 2006 Golf Outing- 2007 Rates to be determined

The annual AENC Golf Outing is a great opportunity to meet one-on-one with association executives in a relaxed atmosphere on a golf course.

|  |  |
|--|--|
| • Golf Outing Bag Sponsor                    | <b>\$100</b> (plus 100 – 120 Canvas bags)    |
| • Golf Outing putting green                  | <b>\$335</b>                                 |
| • Golf Outing driving range                  | <b>\$325</b>                                 |
| • Golf Outing bag drop sponsors              | <b>\$325</b>                                 |
| • Golf Outing Beverage Station/Cart sponsors | <b>\$450 each</b>                            |
| • Golf Outing hole sponsor (18 available)    | <b>\$450 each</b>                            |
| • Golf Outing scoreboard sponsor             | <b>\$425</b>                                 |
| • Golf Outing Box Lunch sponsor              | <b>\$2,000 or complimentary box lunches</b>  |
| • Golf Outing Evening Reception sponsor      | <b>\$3,000 (can split between 2 members)</b> |

*The appropriate sponsor agreement will be mailed upon receipt of your Order Form.*

## 2006 Annual Meeting – 2007 Rates to be determined

The Annual Meeting attracts many association management members and their families. This is an excellent opportunity to network in a very relaxed atmosphere. The Annual Meeting features seminars, a number of social functions, tabletop exhibits, and the annual business meeting.

- Annual Meeting Tabletop exhibit **\$325 each (member rate)**
- Annual Meeting Breaks **\$1,500 each (2 available)**
- Annual Meeting Program Booklet **\$1,500**
- Annual Meeting A/V sponsor **\$1,500 or In-Kind**
- Annual Meeting Speaker Sponsors **\$1,500 (3 available)**
- Annual Meeting Breakfast sponsor **\$2,500 (2 available)**
- Annual Meeting Sunday Evening Reception/Dinner for 200 (To be paid directly to the host property)
  - sponsor will receive four complimentary meeting registrations (\$780 value), a complimentary table top exhibit (\$325 value) and a full-page advertisement in *Success by Association* (\$650 value)
- Annual Meeting Monday Evening Reception/Dinner for 200 (To be paid directly to the host property)
  - sponsor will receive four complimentary meeting registrations (\$780 value), a complimentary table top exhibit (\$325 value) and a full-page advertisement in *Success by Association* (\$650 value)

*NOTE: Members from the host city have will have first opportunity for sponsorships with the exception of the Tabletop exhibits. The appropriate sponsor agreement will be mailed upon receipt of your Order Form.*

*NOTE: For future years, most of these sponsorships will be included in the Annual Meeting RFP and are the responsibility of the host property and/or local CVB to obtain.*

## Charlotte Chapter Sponsorships

Charlotte Chapter Sponsors will receive Powerful Partner credit when they reach the Charlotte Diamond level (\$500 cash or \$600 in-kind equivalent) for sponsoring a Chapter luncheon meeting or other event.

## Other Sponsorships

Yearly partnerships and other sponsorships are offered for such items as podium signs, AENC banners, etc. These items are used throughout the year and will include your company logo and name.

- AENC Podium sign (company logo in lower right corner) –3 available **\$500 each**
- AENC Banner with company logo in lower right corner (*to be used 2 years*) **\$2,000**

*The appropriate sponsor agreement will be mailed upon receipt of your Order Form.*

## In-Kind Sponsorships

In-kind sponsorships are available. All in-kind sponsorships will be given 75 percent of the retail value of the sponsorship as credit toward the Powerful Partner Program.

## Association Management Member Sponsorships

You may wish to sponsor a **new** Association Management CEO or staff member in AENC. This includes membership for the first year only. This will allow the **new** member to find out first-hand the value of AENC membership. AENC staff will select the prospective association management member to receive this sponsored membership.

- Membership for Association Management CEO or Staff for first year **\$235**

**Enhanced Powerful Partner Program  
2006-2007 Sponsorship Form**



| Description from the Powerful Partner's "Sponsorship Details:"<br>(Example: Golf, hole sponsor                      Cost=\$ <u>450</u> ) | Cost     |
|--|----------|
| _____  | \$ _____ |
| _____  | \$ _____ |
| _____  | \$ _____ |
| _____  | \$ _____ |
| _____  | \$ _____ |
| _____  | \$ _____ |
| _____  | \$ _____ |

Total of payment enclosed \$ \_\_\_\_\_

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

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

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

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

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

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

*When AENC receives and processes your order, you will receive a confirmation letter, and the appropriate sponsorship form.*

*Please return your completed form to:*

**AENC  
PO Box 10828  
Raleigh, NC 27605-0828  
Phone: (919) 821-1648; Fax: (919) 821-2855  
or  
E-mail: [diane@aencnet.org](mailto:diane@aencnet.org)**