

# 2017 Sponsorship Opportunities



# Executive Summary

The Self Storage Association is proud of its unique relationship with its sponsors. As a sponsor, your company's visibility to self storage owners, operators, investors and managers would be greatly enhanced. This is the result of the many tangible and intangible benefits that are offered during the term of your sponsorship.

In conveying our proud relationship to our members and beyond, your company would be highlighted in virtually each and every one of our 1.1 million contacts we have annually. These opportunities include:

- Use of the appropriate SSA sponsorship logo on your company's website and printed materials
- Your logo on the SSA website – 360,000+/- page views annually
- An announcement letter to all 5,000+ SSA member companies
- Recognition during the opening general sessions at the Spring and Fall Conferences
- Extensive and prominent signage at each national conference and trade show
- Your printed logo in each of the brochures we mail and in videos we produce highlighting sponsors
- And much, much more!

As an annual SSA sponsor, you also receive four-color advertisements in all 12 months of the *SSA Globe Magazine*, an advertisement in the SSA Member Directory, and discounted rates for any additional advertising. You also receive recognition advertisements for the Spring and Fall Trade Show onsite programs and the Proceedings Manuals.



# Audience Information

# A Profile of the SSA

75%

Owner /  
Operator

11%

Service  
Professionals

6%

Management  
Firms

3%

Prospective  
Owners

3%

International  
Firms



# A Profile of the SSA

Founded in 1975, SSA is the only nonprofit trade organization representing approximately 50,000 self storage facilities in the U.S. What sets this Association apart is its diverse mix of self storage professionals and its lobbying efforts to serve and protect owners and operators of self storage businesses.

The Mission of the SSA and its subsidiaries is to become the world's premier not-for-profit trade organization representing the best interests of the self storage industry. The Association shall be the industry's foremost communicator as well as informational and educational resource to its membership, the general public and the news media.

SSA members benefit from networking and making strategic connections that lead to business productivity. SSA has a culture of nurturing these relationships – distinct from other for-profit companies – by serving as the meeting place to facilitate training and development, provide pertinent education resources, and conduct research on behalf of the industry.

Over the past decade, the SSA has spent more than \$4 million influencing over 60 relevant laws, as well as adding specialty licenses for the offering of tenant insurance, and authorizing reasonable late fees, dealing with abandoned records and vehicles, and fighting the imposition of sales taxes on self storage rents in a dozen other states.

All revenue taken in for membership dues, our two national conferences, and advertising in SSA Globe magazine is applied to our vast legislative and educational initiatives. Our facility and vendor members know that any money they spend with the SSA is for the overall betterment of the industry in which they work.





# Program Benefit Highlights



### SSA Globe

Circulation: 180,000  
Readership: 375,000

**SSA Globe Yearbook & Membership Directory**  
Circulation: 5,000  
Readership: 25,000



Dear SSA Members:

As you may know, the Self Storage Association (SSA) industry sponsorship program was initiated in 2006 to support the growth of the SSA. The highest level of our sponsorship categories is the designation "SSA Partner." Our Partner PLUS and Partner sponsors are leading vendor firms that have made a substantial long-term financial commitment and investment to support the work of your industry's national not-for-profit trade association. The support of these Partner companies not only assists your association in providing more timely and accurate information, educational and other vital programs, but it helps keep membership dues to a minimum.

As a dues-paying member of the Self Storage Association, we ask your support of our SSA Sponsors. If you're already doing business with them, let them know how much you appreciate their support of SSA. If you are not yet doing business with them, we would ask you to make a point of visiting their booth at the Fall Conference & Trade Show (September 6-9, 2016) to see what they have to offer, or ask them to bid on your next project... and let them know you contacted them because of their special status as an SSA Sponsor.

#### 2016 SSA Partner PLUS Sponsors:

**BADER**  
Be Assured  
[www.baderco.com](http://www.baderco.com)

**YARDI**  
[www.yardi.com](http://www.yardi.com)

**openedge**  
A division of globalpayments  
[openedgepayment.com](http://openedgepayment.com)

**JANUS**  
INVESTMENT GROUP  
[www.janusintl.com](http://www.janusintl.com)

**JERNIGAN Capital**  
SELF STORAGE LENDING  
[www.jernigancapital.com](http://www.jernigancapital.com)

#### 2016 SSA Partner Sponsors:

**StorQuest**  
SELF STORAGE  
[www.storquest.com](http://www.storquest.com)

**Charity Storage**  
[www.charitystorage.org](http://www.charitystorage.org)

### SSA Partner/Patron Letter

Circulation: 5,000+



BENEFITS	PARTNER PLUS \$80k (1 yr.)   \$75k (2 yr.)		PARTNER \$60k (1 yr.)   \$55k (2 yr.)		PATRON \$25k (1 yr.)	
Category Exclusivity	Intangible	X	Intangible	X	N/A	
SSA Membership	\$850	X	\$850	X	\$850	X
Ski Workshop Pckg (max 10)	\$7,500	X	\$7,500	add-on	\$7,500	add-on
Spring Conference (max 10)	\$8,000	X	\$8,000	X	\$8,000	X
Spring Booth (2017)	\$2,300	1 booth	\$2,300	1 booth	\$2,300	1 booth
Fall Conference (max 12)	\$10,000	X	\$10,000	X	\$10,000	X
Fall Booth (2017)	\$10,140	island (4 Booths)	\$4,870	2 booths	\$2,895	1 booth
SSA <i>Globe</i> Advertisements	\$21,359	11 full-page / 1 two-page spread	\$19,428	4 full-page / 8 half-page	\$13,908	12 half-page
Website Advertising	\$25,900	X	\$25,900	X	\$14,400	X
NFDb Mailing (34,000)	\$5,440	X	\$5,440	X	\$0.16/Name	X
SSA Member/Affiliate Mailing (5,000+ pieces)	\$2,750	X	\$2,750	X	\$2,750	X
SSA Intro Letter (5,000+ pieces)	\$2,750	X	\$2,750	X	\$2,750	X
MSOG Marketing	\$2,500	X	N/A		N/A	
Roundtables	\$300	X	\$300	X	\$300	X
Spring Mobile App	\$3,500	X	N/A		N/A	
Fall Mobile App	\$5,000	X	N/A		N/A	
Hot Coffee/Hot Topics	Intangible	right of first refusal	Intangible	right of first refusal	Intangible	if available
Discretionary Funds	\$10,000	X	N/A		N/A	
ACTUAL SPONSORSHIP VALUE	\$118,289		\$82,588		\$58,153	





*"Bader's relationship with the SSA has benefitted our company beyond expectation. It is great to have a partnership with an organization that has the industry's interests as their main concern. This collaboration has provided us with tremendous exposure to the industry via our joint marketing efforts. Our partnership dollars have helped the SSA to continue to look for ways to support the self storage industry as a whole, especially from a legislative perspective."*

- Timothy Parnell, Executive Vice President & Chief Operating Officer,  
Bader Company

# Partner PLUS & Partner Visibility

AN EMPLOYEE OWNED COMPANY  
**BADER**  
Be Assured

 **openedge**  
A division of globalpayments

 **Charity Storage**

 **YARDI**

**Marcus & Millichap**  
NATIONAL SELF STORAGE GROUP

# Executive Ski Workshop

225 Attendees





# Spring Conference & Trade Show

1,200 Attendees





# Fall Conference & Trade Show

2,200 Attendees







*"Chateau has enjoyed being a SSA Patron for 10 years and we believe it is important to commit to the program so that the SSA board members are able to plan ahead and implement strategic planning for the good of this great industry."*

- Nancy Martin Wagner, Vice President, Chateau Products, Inc.

2017 National Association of Self Storage Conference & Trade Show

## SSA PATRONS



# Patron Visibility

# Spring Conference & Trade Show

1,200 Attendees





# Fall Conference & Trade Show

2,200 Attendees





A VERY SPECIAL THANK YOU  
TO OUR SKI WORKSHOP  
SPONSORS!

**BADER**  
Go Assured

**BSC**  
BAUER

**center shift**

**GLOBAL**  
REALTY

**GS**  
GOLDMAN SACHS  
Global Securities Management

**PhoneSmart**

**openedge**

**JERNIGAN**  
Capital

**storelocal**

**Self Storage Manager**  
Enterprise Self Storage Solutions

# Event Sponsorship

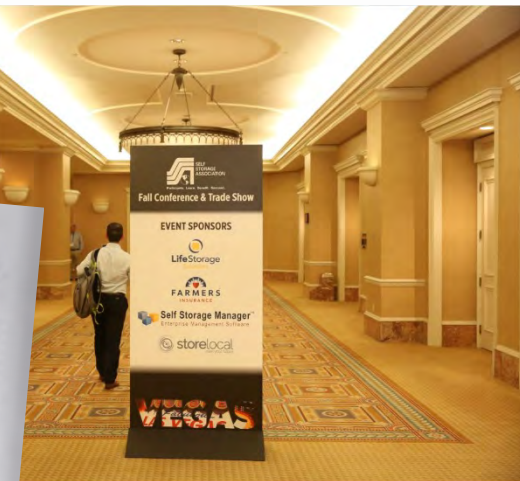


# Event Sponsorship

A unique opportunity to enhance your presence at one or more of our well-attended events. Events include the SSA Value & Acquisition Course, the SSA Spring and Fall Conferences and Trade Shows, SSA's sold out Executive Ski Workshop and more! Event sponsorship benefits include:

- ✓ Right to use "SSA Event Sponsor" logo to market your company
- ✓ Complementary advertisement in the SSA *Globe Magazine*
- ✓ Advertising discounts in the SSA *Globe Magazine*
- ✓ Your company logo included in all event promotional materials
- ✓ Trade show booth priority placement (event specific)
- ✓ Your logo included on all event sponsor signage
- ✓ Attendee passes to the sponsored event
- ✓ Plus much more!

\*Inquire for event-specific sponsorship opportunities



# Become a SSA Sponsor Today!



1.1 million contacts



announcement to 5,000+ SSA  
member companies



increased exposure to tens of  
thousands of industry  
professionals