

## ***Special Bundling of SSA Benefits: The 2010 SSA Patron Program***

Limited number of "SSA Year-Round Patrons:" Ten (only) – One year commitment

### ***Broad Thematic Benefits:***

- Letter from SSA President/CEO introducing all SSA Patrons to all 5,000+ SSA Direct & Indirect members
- Right to use "SSA Patron" logo on mutually approved company printed materials.
- SSA Monday Morning Memo (weekly electronic newsletter): one paragraph during the year promoting company news upon request
- Set aside of \$1,500 (from fee) for a Promotional-Activation Fund (to promote jointly-agreed upon activities as to the relationship, such as scholarships to SSA sponsored events, or for additional registrations or tickets) each year (any year-end balance becomes a tax-deductible donation to the SSA Foundation; to be recognized in writing)
- One SSA promotional mailing to SSA Direct Member mailing list of approximately 3,000 during the year upon request. You provide materials (postcard not larger than 6x9 or self mailer under 1 ounce); SSA will mail them, paying postage and fees.
- Annual SSA Vendor Membership (\$775 value)

### ***SSA Globe Magazine Benefits:***

- Twelve (12) 4-color half-page ads in each SSA Globe issue during the 1-year term. (\$13,908 value)
- SSA Globe Yearbook - 2010 – One half-page 4-color ad (\$1,159 value)
- 10% off rate card on any additional SSA Globe ad purchases during the year
- Five (5) free annual subscriptions for your company executives (\$1,152 value)

### ***SSA Conference & Trade Show Benefits (for both Spring & Fall):***

- Logo on slide show/video prior to/during breaks at all SSA Conference General Sessions, as well as during the Welcome Reception
- One 10' x 10' trade show booth space (both Spring & Fall) with second tier priority placement. (up to a \$5,190 value)
- Ten (10) trade show passes (1<sup>st</sup> or 2<sup>nd</sup> day) including lunch (\$1,300 value)
- Company name/logo on signage sponsoring SSA Cyber Café (exclusive to SSA Patrons ONLY!)
- Second tier choice (after SSA Partners) to Host/Participate in Roundtable discussion at Fall and Spring Conferences on a generic industry topic related to your company's area of expertise, **provided that the session is not construed as a commercial for your products and services**
- On-Site Brochure – One quarter page Color Ad
- Proceedings Manual – One half-page Black & White Ad
- Signage – Signage stations throughout the venue
- Mention & logo in SSA headquarters hotel TV channel loop program (if available)

## Attachment A

- Preferred seating at all SSA Conference General Sessions
- Audio download of Conference Sessions (\$85 value)

### **Hospitality:**

- Invitation for four (4) SSA Patron representatives and/or clients (not to exceed four persons) to attend the VIP Reception at the Fall Conference (usually on the evening before the Opening Session).

### **Special Benefits Bundle:**

- Sponsor recognition in the Quarterly Facts and Trends report.
- SSA Web site (1.4 million avg. "hits" per month/17,000 avg. "unique visitors" per month) Company logo on the SSA Sponsor Recognition Page, with a direct link to individual SSA Patron Web site. Also, a dedicated informational page for each SSA Patron, for twelve (12) months
- Opportunity to bestow two (2) FREE, 1-year SSA TEAM 1 Memberships (a value of \$150/per Member), each year of sponsorship term, as part of the SSA TEAM 1 Program (recipients must be non-SSA Members whose combined square footage is under 40,000 sq. ft.)
- SSA Patron Company Exclusive Recognition in SSA's TEAM 1 electronic newsletter.
- You may provide scholarships to prospects or current clients for SSA Owners-Investor Executive Course or SSA Regional Supervisors Program (Patron Activation Fund may cover 50% of scholarships) each year
- SSA Sponsor Recognition Page in all SSA publication shipping packages (approx. 1,500 packages a year.)

### **Additional Sponsorship:**

SSA Patrons will have additional opportunities to sponsor other SSA events/activities during their tenure. Final Sponsorship for any specific event is subject to SSA Board approval. Here are the events (at this time):

- ◆ SSA Winter Executive Ski Workshop – January each year
- ◆ SSA Regional Supervisors Program
- ◆ SSA Owners-Investors Executive Course
- ◆ More programs may be added during the term

**\$ 63,698 Actual Value of this Special Bundle of SSA Benefits  
(Not including PRICELESS INTANGIBLES)!**

## **Cost of 2010 SSA Patron Program (1 year commitment)**

**\$25,000**

Terms: Cash or credit card payment due by January 10, 2010.  
Quarterly: Cash or credit card auto-pay charge of \$6,400  
Monthly: Cash or credit card auto-pay charge of \$2,140  
All payments due 1<sup>st</sup> of the appropriate month.

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

Authorized Patron Signature

\_\_\_\_\_ Date \_\_\_\_\_