



SMALL
BUSINESS
ADVOCACY
COUNCIL

2023
PARTNERSHIP

BRONZE - BRAND MARKETING PARTNERSHIP

This special partnership will support the SBAC's mission and provide Partner with significant brand marketing exposure. The SBAC is making a request for \$2,500.00 for this 2023 partnership which includes:

BRAND MARKETING



DIRECT MARKETING

Direct marketing gives the SBAC an effective medium to target our SBAC members and subscribers and generate awareness of the SBAC initiatives. It has been a particularly useful tool for us to measure the success of campaigns accurately by analyzing our click and open rates.

This partnership includes

- One (1) dedicated Partner newsletter with content and/or design provided by the partner to be sent out to the SBAC distribution list (10,704 as of 12/1/2022)



WEBSITE

Website analytics provide the SBAC with information on how our site visitors behave once on our platform. With information on user demographics and behavior, traffic sources, and the most popular content on our site, the SBAC can plan fully informed business strategies to grow our reach and business faster.

This partnership includes:

- Company name and logo with "Bronze Partner" designation on the SBAC website's home page
- Designated company page on the SBAC website – catered to your company-provided content
- May provide content for the SBAC News blog and social media bi-annually



SOCIAL MEDIA

Social Media is a critical component to marketing the SBAC message and further engaging our grassroots efforts. Going beyond basic analytics, the SBAC focuses on in-depth descriptions of just how well our content is performing, how many people we reach, and who engages. Comparatively, the SBAC's social media engagement rate far exceeds the average.

This partnership includes:

- Social media exposure on LinkedIn, Facebook, Twitter and Instagram



SBAC LIVE AND VIRTUAL EVENTS - BRAND MARKETING

- Company name and logo on the SBAC event website
- Opportunity to include literature or items in thank you bags



SMALL
BUSINESS
ADVOCACY
COUNCIL

2023
PARTNERSHIP

SILVER PARTNERSHIP BENEFITS

This partnership will support the SBAC's mission and provide Company with significant exposure. The SBAC is making a request for \$5,000.00 for this 2023 partnership which includes:



BRAND MARKETING

- Company name and logo with "Silver Partner" designation on the SBAC website's home page
- Designated company page on SBAC website – catered to your company-provided content
- Social media exposure on LinkedIn, Facebook and Twitter
- Button Ad (88 x 31) on 1 designated SBAC website page
- Sponsorship banner included in staff email signature lines
- May provide content for the SBAC News blog and social media
- Logo/hotlink in digital new membership welcome packet
- Logo placement on Step & Repeat with "Silver Partner" designation
- Inclusion of sponsor banner in SBAC member newsletters



SBAC LIVE AND VIRTUAL EVENTS - BRAND MARKETING

- Company name and logo with "Silver Partner" designation on the SBAC event website
- 1/4 page advertisements in event programs - print and/or digital
- Opportunity to include literature or items in thank you bags
- Sponsorship Zoom Banner on SBAC virtual events - including Policy and networking events
- Four tickets to live events



SBAC GOLF OUTING 2023

Featured as a Silver Partner at SBAC Annual Golf Outing. This will include the following:

- Company name and logo with "Silver Partner" designation on a course hole
- One (1) Complimentary Golfer and One (1) Dinner Tickets
- 1/4 page advertisements in the event program - print and/or digital
- Opportunity to include literature or items in thank you bags



SMALL
BUSINESS
ADVOCACY
COUNCIL

2023
PARTNERSHIP

GOLD PARTNERSHIP BENEFITS

This partnership will support the SBAC's mission and provide Company with significant exposure. The SBAC is making a request for \$10,000.00 for this 2023 partnership which includes:



BRAND MARKETING

- Company name and logo with "Gold Partner" designation on the SBAC website's home page
- Designated company page on SBAC website – catered to your company-provided content
- Social media exposure on LinkedIn, Facebook and Twitter
- Button Ad (120x60) on 2 designated SBAC website page
- Sponsorship banner included in staff email signature lines
- May provide content for the SBAC News blog and social media
- Logo/hotlink in digital new membership welcome packet
- Logo placement on Step & Repeat with "Gold Partner" designation
- Inclusion of sponsor banner in SBAC member newsletters



SBAC LIVE AND VIRTUAL EVENTS - BRAND MARKETING

- Partner with the SBAC by posting meaningful content on the SBAC website, blog, SBAC
- Company name and logo with "Gold Partner" designation on the SBAC event website
- 1/2 page advertisements in event programs - print and/or digital
- Opportunity to include literature or items in thank you bags
- Branding on Zoom registrations on SBAC virtual events - including Policy and networking events
- Eight (8) tickets to live events



SBAC GOLF OUTING 2023

- Company name and logo with "Gold Partner" designation on a course hole
- Four (4) Complimentary Golfer and Four (4) Dinner Tickets
- 1/2 page advertisements in the event program - print and/or digital
- Opportunity to include literature or items in thank you bags



SMALL
BUSINESS
ADVOCACY
COUNCIL

2023
PARTNERSHIP

PLATINUM PARTNERSHIP BENEFITS

This partnership will support the SBAC's mission and provide Partner with significant exposure. The SBAC is making a request for \$15,000.00 for this 2023 partnership which includes:



BRAND MARKETING

- Weekly social media exposure on all SBAC platforms focused on Partner's support of the small business community
- Dedicated company page, logo and hotlink featured on SBAC website
- Monthly SBAC/Partner blog focused on ways to empower the small business community
- Two (2) Positive Social Change posts - sponsored message on social media
- Half Banner Ad (234 x 60) on designated SBAC website pages of choice (High profile pages: Business Directory, Event Calendar,
- Partnership Zoom Banner on all SBAC virtual member events (Policy, WIB, Lawyers Community, and networking events
- Logo Placement on Step & Repeat with Platinum Partner designation
- Inclusion of sponsor banner in SBAC member newsletters
- Full page Ad/Logo/hotlink in digital new membership welcome packet



SBAC LIVE AND VIRTUAL EVENTS - BRAND MARKETING

- Organization name and logo with "Platinum Partner" designation on the SBAC event website
- Verbal recognition by SBAC's leadership during events thanking Partner
- Opportunity to address attendees during events
- Full-page ad in event programs and websites (digital and/or print)
- Opportunity to insert partner literature or give-aways in "Thank You" bags
- Partner-branded promotional item to be included in swag bags (paid for by the SBAC)
- Three (3) co-partner branded Virtual events
- Partnership "Thank You" posts and videos on all platforms for every event
- Inclusion in Event specific newsletters
- 10 tickets to live events



SBAC GOLF OUTING 2023

- Partner name and logo with "Gold Partner" designation on a course hole
- Eight (8) Complimentary Golfer and Eight (8) Dinner Tickets
- Full page advertisements in the event program - print and/or digital
- Opportunity to include literature or items in thank you bags