



2021 Sponsorship Opportunities

The Business and Industry Association has numerous sponsorship opportunities to help you gain exposure for your company and its products or services. BIA events regularly reach business and opinion leaders throughout New Hampshire.

BIA's membership is comprised of business owners, senior executives, top managers and opinion leaders from across the Granite State. No other New Hampshire association has a membership that includes the range of business size, industry mix and geographic diversity as that of the BIA.

For more information about sponsorship opportunities, contact Lora McMahon, Vice President of Events and Communications, Business and Industry Association, 122 North Main Street, Concord, NH 03301, 603.224.5388 x101, lmcmahon@BIAofNH.com.

Meet the Legislature

Networking/recognition event for legislators. Held in January in Concord. Attendance: 100 - 125

Sponsorship Benefits	
Recognition in all promotional materials	X
Recognition in all media communications	X
Link from Web site and e-communications	X
Company banner at event	X
Verbal recognition at event	X
Complimentary admission	X (2)
Sponsorship Cost	\$975

Small Business Day

Half-day event for small business owners and managers to receive valuable information to help their company grow and prosper. Held in February in Concord. Attendance: 150

Sponsorship Benefits	Level 1 (exclusive)	Level 2	Exhibitor
Sponsor comments to open event	X		
Recognition in all promotional materials	X	X	X
Recognition in all media communications	X	X	X
Link from Web site and e-communications	X	X	X
Verbal recognition at event	X	X	
Display table at event	X	X	X
Complimentary admission	X (4)	X (4)	X (2)
Sponsorship Cost	\$4,000	\$2,000	\$500

Croissants and Crossover

Breakfast forum focusing on current public policy issues and legislation at crossover. Held late March or early April in Concord. Attendance: 50-100

Sponsorship Benefits	Level 1
Sponsor comments to open event	X
Recognition in all promotional materials	X
Recognition in all media communications	X
Link from Web site and e-communications	X
Company banner at event	X
Verbal recognition at event	X
Complimentary admission	X (2)
Sponsorship Cost	\$750

DES Environmental Conference

Full-day educational conferences in partnership with the New Hampshire Department of Environmental Services. Topics vary from year to year. Includes professional credits for participants. Held in April and June in Manchester. Attendance: 150-200

Sponsorship Benefits	Lunch	Breakfast	Reception	Breaks	Program	Exhibitor
Sponsor comments during luncheon	X					
Sponsor comments during breakfast		X				
Sponsor comments during networking reception			X			
Signage displayed	X	X	X	X		
Recognition in all promotional materials	X	X	X	X	X	X
Recognition in all media communications	X	X	X	X	X	X
Link from Web site and e-communications	X	X	X	X	X	X
Verbal recognition at event	X	X	X	X	X	
Display table at event	X	X	X	X	X	
Complimentary admission	X	X	X	X	X	X
Sponsorship Cost	X (4)	X (4)	X (4)	X (3)	X (2)	X (1)
	\$2,000	\$2,000	\$1,750	\$1,250	\$800	\$500

Annual Business Meeting and Reception

Annual member business meeting. Held in May in Manchester. Attendance: 100-150

	Meeting	Reception
Sponsorship Benefits		
Sponsor comments	X	X
Recognition in all promotional materials	X	X
Recognition in all media communications	X	X
Link from Web site and e-communications	X	X
Company banner at event	X	X
Verbal recognition at event	X	X
Complimentary admission	X (2)	X(2)
Sponsorship Cost	\$6,000	\$6,000

BIA Golf Classic

Annual scramble golf tournament. Held in June at Concord Country Club. Attendance: 130 golfers

Presenting Sponsor @ \$5,000 – Tournament naming exposure. Includes foursome, banner displayed, top recognition in all member communications, premier billing with logo on printed material including event program (exclusive)

19th Hole Sponsor @ \$3,000 – Includes foursome, banner displayed, drink tickets distributed with company logo to all players top billing with logo on printed material including event program (exclusive)

Lunch Sponsor @\$2,500 – Includes foursome, banner displayed, welcome golfers and host the lunch, top billing with logo on printed material including event program (exclusive)

Team Photo Sponsor @ \$2,500 – Includes foursome, company logo displayed on photo of each tournament foursome, photos displayed on table with company logo at lunch and awards reception, opportunity to make brief remarks at lunch during ceremony, and top billing with logo printed on event material including program (exclusive)

Breakfast Sponsor @ \$2,000 – Includes foursome, banner displayed, assist with welcoming golfers during continental breakfast, top billing with logo on printed material including event program (exclusive)

Hole Sponsor @ \$1,200 – Includes foursome, custom made tee or green sign, recognition on printed materials including event program

Beverage Cart Sponsor @ \$1,000 – Company logo on roving golf cart distributing beverages company logo on printed materials including event program (exclusive)

Closest to the Pin/Longest Drive Sponsor @ \$1,000 – Signage at the longest drive and closest to the pin holes, company logo on printed materials including event program (exclusive)

Golf Cart Sponsor @ \$500 (three available) – Company logo displayed on golfers' golf carts, company name/logo on printed materials including event program

Putting Green Sponsor @ \$500 – Banner displayed on putting green, company name/logo on

printed materials including event program

Snack Shack Sponsor @ \$500 – Banner displayed at snack shack, company name/logo on printed materials including event program

Scoreboard Sponsor @ \$500 – Banner displayed in scoreboard area, company name/logo on printed materials including event program

Mulligan Sponsor @ \$500 – Banner displayed, help sell to golfers during registration, company name/logo on printed materials including event program

Tee/Green Sponsor @ \$250 – Custom made tee or green sign, recognition on printed materials including event program

Annual Dinner

Annual dinner, including presentation of the Lifetime Achievement Award and New Hampshire Advantage Award. Held October or November in Manchester. Attendance: 700+

Presenting Sponsor -- \$15,000 (Exclusive Level)

- Naming rights to the BIA Annual Dinner (ie. "Annual Dinner, presented by Your Company Name")
- Participation on stage at the event
- GOBO of company logo displayed in the reception area
- Display area for company supplied booth
- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)
- Premier billing with logo on printed material including event invitation, program and signage
- Cocktail napkins at reception with company logo
- Company logo projected on large screens at front of room on continuous loop
- Premier recognition in all news releases
- Verbal recognition at the event

Lifetime Achievement Award Sponsor -- \$10,000 (Exclusive Level)

- Naming rights to the BIA Lifetime Achievement Award (ie. "BIA's Lifetime Achievement Award, presented by Your Company Name")
- Participation in the awards ceremony on stage at the event
- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)
- Premier billing with logo on printed material including event invitation, program and signage
- Company logo projected on large screens at front of room on continuous loop
- Premier recognition in all news releases
- Verbal recognition at the event

NH Advantage Award Sponsor -- \$10,000 (Exclusive Level)

- Naming rights to the BIA NH Advantage Award (ie. "BIA NH Advantage Award, presented by Your Company Name")
- Participation in the awards ceremony on stage at the event
- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)

- Premier billing with logo on printed material including event invitation, program and signage
- Company logo projected on large screens at front of room on continuous loop
- Premier recognition in all news releases
- Verbal recognition at the event

Program Sponsor -- \$10,000 (Exclusive Level)

- Naming rights to the program (ie. Program sponsored by your company name)
- Full page advertisement in the program
- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)
- Premier billing with logo on printed material including event invitation, program and signage
- Company logo projected on large screens at front of room on continuous loop
- Premier recognition in all news releases
- Verbal recognition at event

Audio Visual Sponsor -- \$10,000 (Exclusive Level) (Exclusive Level)

- Table for 10 at the event with preferred seating
- Full page advertisement in the program
- 30 second video spot of your own (sponsor provided)
- Premier billing with logo on printed material including event invitation, program and signage
- Company logo projected on large screens at front of room on continuous loop
- Premier recognition in all news releases
- Verbal recognition at event

Dessert Sponsor -- \$7,500 (Exclusive Level)

- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)
- Company name projected on large screens at front of room on continuous loop
- Company logo displayed on toothpick flags inserted into dessert
- Recognition in all news releases
- Recognition on printed materials including invitation and program
- Verbal recognition at the event

Platinum Sponsor -- \$5,000

- Table for 10 at the event with preferred seating
- 30 second video spot (sponsor provided)
- Top billing with logo on printed material including event invitation, program and signage
- Company logo projected on large screens at front of room on continuous loop
- Top recognition in all news releases
- Verbal recognition at the event

Registration and Name Badge Sponsor -- \$5,000 (Exclusive Level)

- Company logo displayed at registration and on name badges
- 30 second video spot (sponsor provided)
- Recognition on printed materials including event invitation, program and signage
- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition at the event

Gold Sponsor -- \$3,000

- Premium billing with logo on printed material including event invitation and program
- Company logo projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition at the event

Hors d’oeuvres Sponsor -- \$3,500 (Exclusive Level)

- Sponsor signage at high top tables and all hors d’oeuvres tables in the reception area
- Recognition on printed materials including event invitation, program and signage
- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition at the event

Wine Sponsor -- \$3,500 (Exclusive Level)

- Company logo displayed at each table or on each bottle of wine served during dinner
- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition on printed materials including invitation and program
- Recognition at the event

Centerpiece Sponsor -- \$3,500 (Exclusive Level)

- Company logo displayed at each table centerpiece
- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition on printed materials including invitation and program
- Recognition at the event

Wi-fi Sponsor -- \$3,500 (Exclusive Level)

- Company logo displayed on home page of Annual Dinner app
- Company name as wi-fi password for event
- Recognition on printed materials including event invitation, program and signage
- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases

Silver Sponsor -- \$1,500

- Company name projected on large screens at front of room on continuous loop
- Recognition in all news releases
- Recognition on printed materials including invitation and program
- Recognition at the event

Booth -- \$750

- Vendor table display
- Two admissions to event

Energy Seminar

Full-day educational seminar that focuses on helping businesses manage energy needs and costs. Addresses traditional energy sources as well as alternative options. Held in December in Manchester or Concord. Attendance: 150-200

Sponsorship Benefits	Lunch	Breakfast	Reception	Breaks	Program	Exhibitor
Sponsor comments during luncheon	X					

Sponsor comments during breakfast		X				
Sponsor comments during networking reception				X		
Signage displayed	X	X	X	X		
Recognition in all promotional materials	X	X	X	X	X	X
Recognition in all media communications	X	X	X	X	X	X
Link from Web site and e-communications	X	X	X	X	X	X
Company banner at event	X	X	X	X	X	
Verbal recognition at event	X	X	X	X	X	
Display table at event	X	X	X	X	X	X
Complimentary admission	X (4)	X (4)	X (4)	X(3)	X (2)	X (1)
Sponsorship Cost	\$2,000	\$2,000	\$1,750	\$1,250	\$800	\$500

New Hampshire Leadership Summit

Two-day summit bringing together New Hampshire's elected and appointed policy leaders with business leaders to discuss the top legislative issues concerning New Hampshire's business community. Held in November at the Mountain View Grand Resort in Whitefield. Attendance: 125-175

Presenting Sponsor -- \$7,500 (Exclusive)

- Naming rights to the 2016 BIA New Hampshire Leadership Summit (i.e. "BIA New Hampshire Leadership Summit, presented by Your Company Name")
- Brief welcoming remarks as Presenting Sponsor at dinner
- Premier billing with logo on printed material including event invitation, program and room signage
- Premier recognition in all BIA communications about event
- Verbal recognition at the event
- Two complimentary registrations

Dinner Sponsor -- \$4,500 (Exclusive)

- Top billing with logo on printed material including event invitation, program and room signage
- Brief welcoming remarks as dinner sponsor
- Recognition in all BIA communications about event
- Verbal recognition at the event
- One complimentary registration

Beverage Sponsor -- \$4,500 (Exclusive)

- Top billing with logo on printed material including event invitation, program and room signage

- Recognition in all BIA communications about event
- One beverage tickets per guest with company logo printed on ticket
- Verbal recognition at the event
- One complimentary registration

Registration and Name Badge Sponsor -- \$4,500 (Exclusive)

- Company logo displayed at registration and printed on each attendee's name badge
- Recognition on printed materials including event invitation, program, and signage
- Recognition in all news releases
- Recognition at the event
- One complimentary registration

Hors d'oeuvres Sponsor -- \$3,500 (Exclusive)

- Top billing with logo on printed material including event invitation, program and room signage
- Recognition in all BIA communications about event
- Cocktail napkins at reception with company logo
- Verbal recognition at the event
- One complimentary registration

Breakfast Sponsor -- \$3,500 (Exclusive)

- Top billing with logo on printed material including event invitation, program and room signage
- Recognition in all BIA communications about event
- Signage displayed in dining area
- Verbal recognition at the event
- One complimentary registration

Lunch Sponsor -- \$3,500 (Exclusive)

- Top billing with logo on printed material including event invitation, program and room signage
- Recognition in all BIA communications about event
- Signage displayed in dining area
- Verbal recognition at the event
- One complimentary registration

Policy Sessions Sponsor -- \$3,500 (Exclusive)

- Logo on printed material including event invitation, program and room signage
- Recognition in all BIA communications about event
- Recognition at the event
- One complimentary registration

Refreshment Breaks -- \$3,500 (Exclusive)

- Logo on printed material including event invitation, program and room signage
- Recognition in all BIA communications about event
- Signage displayed in break areas
- Recognition at the event
- One complimentary registration

After-Dinner Networking Sponsor -- \$3,500 (Exclusive)

- Logo on printed material including event invitation, program and room signage
- One beverage tickets per guest with company logo printed on ticket
- Recognition in all BIA communications about event
- Signage displayed in lounge area

- Recognition at the event
- One complimentary registration

Supporting Sponsors -- \$1,400

- Logo on printed material including event invitation, program and room signage
- Recognition at the event
- One complimentary registration

Meet the Commissioners

Networking/recognition event for state department heads. Held during the fourth quarter in Concord. Attendance: 100-150

Sponsorship Benefits	
Recognition in all promotional materials	X
Recognition in all media communications	X
Link from Web site and e-communications	X
Verbal recognition at event	X
Complimentary admission	X (2)
Sponsorship Cost	\$775

Meet the Congressman/Senator/Governor

Breakfast or lunch forums to host prominent elected leaders. Held throughout the year state wide. Attendance: 50-100

Sponsorship Benefits	
Recognition in all promotional materials	X
Recognition in all media communications	X
Link from Web site and e-communications	X
Verbal recognition at event	X
Complimentary admission	X (2)
Sponsorship Cost	\$750