

## **Corporate Partnership Program 2010 – 2011**

### **Welcome to the NSSTA Corporate Partnership Program!**

NSSTA's Partnership Program offers you the opportunity to reach NSSTA members and others actively involved in the structured settlement community. The Partnership Program provides opportunities to address event participants, network, and advertise in the NSSTA Membership Directory, Web site and e-newsletters.

### **Here's how the NSSTA Partnership Program works:**

1. Review the NSSTA Partnership Levels and Benefits
2. Select from among the sponsorship options
3. Complete the attached application, review the rules and email your application to Courtney Hill at [Chill@nssta.com](mailto:Chill@nssta.com)
4. Based on your selection, your company may receive additional benefits such as logo visibility, golf sponsorship, and advertising.
5. Once processed, you will begin receiving exposure and return on your investment immediately!

**If you have any questions or would like to offer an alternate sponsorship that is more tailored to your company's needs, please contact Courtney Hill at NSSTA (202 289 4004 or [CHill@NSSTA.com](mailto:CHill@NSSTA.com)).**

# NSSTA Partnership Levels and Benefits

Partnership Benefits	Platinum (\$10,001 +)	Gold (\$8,001 – 10,000)	Silver (\$5,001 - \$8,000)	Bronze (\$3,000 - \$5,000)
<b>Company Logo Placement</b>	<ul style="list-style-type: none"> <li>Promotion at NSSTA Annual Conference and Educational Conference</li> <li>50% larger logo than other sponsor logos</li> <li>On- screen prior to Conference and Educational Conference Sessions</li> <li>Annual Conference and Educational Conference Promotional Campaigns (Advance Program, postcards, PR and online advertising)</li> <li>Annual Conference and Educational Conference Advertisements</li> <li>Annual Conference and Educational Conference Web pages (with link to sponsor page)</li> <li>Onsite Annual Conference and Educational Conference Signage</li> <li>Final Annual Conference and Educational Conference Programs</li> </ul>	<ul style="list-style-type: none"> <li>Promotion at NSSTA Annual Conference</li> <li>25% larger logo than other sponsor logos</li> <li>On-screen prior to Annual Conference General Sessions</li> <li>Annual Conference Promotional Campaigns (Advance Program, postcards, PR and online advertising)</li> <li>Annual Conference Advertisements</li> <li>Annual Conference Web pages (with link to sponsor page)</li> <li>Onsite Annual Conference Signage</li> <li>Final Annual Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>Promotion at Educational Conference</li> <li>25% larger logo than other sponsor logos</li> <li>On-screen prior to Educational Conference General Sessions</li> <li>Educational Conference Promotional Campaigns (Advance Program, postcards, PR and online advertising)</li> <li>Educational Conference Advertisements</li> <li>Educational Conference Web pages (with link to sponsor page)</li> <li>Onsite Educational Conference Signage</li> <li>Final Educational Conference Program</li> </ul>	<ul style="list-style-type: none"> <li>Promotion at a Leadership Forum</li> <li>On-screen prior to Leadership Forum General Sessions</li> <li>Leadership Forum Promotion (Invitations, PR and online)</li> <li>Leadership Forum Advertisements</li> <li>Leadership Forum Web page</li> <li>Onsite Leadership Forum Signage</li> <li>Final Leadership Forum Program</li> </ul>
<b>Company Recognition</b>	<ul style="list-style-type: none"> <li>Listed under “Platinum Sponsor”</li> <li>Verbal Recognition as top-level sponsor in opening and/or closing sessions</li> <li>Sponsor Ribbons to wear onsite</li> <li>Welcome during reception with 60 second “info-mercial”</li> </ul>	<ul style="list-style-type: none"> <li>Listed under “Gold Sponsor”</li> <li>Verbal Recognition as top-level sponsor during selected reception</li> <li>Sponsor Ribbons to wear onsite</li> </ul>	<ul style="list-style-type: none"> <li>Listed under “Silver Sponsor”</li> <li>Verbal Recognition as top-level sponsor during general sessions</li> <li>Sponsor Ribbons to wear onsite</li> </ul>	<ul style="list-style-type: none"> <li>Listed under “Bronze Sponsor”</li> <li>Sponsor Ribbons to wear onsite</li> </ul>

<p><b>Company Advertisement</b></p>	<ul style="list-style-type: none"> <li>• Full-page, four-color ad in Annual Conference and Educational Conference Onsite Materials</li> <li>• Full-page, four-color ad in NSSTA Membership Directory (Members Only access)</li> <li>• Upgraded listing</li> <li>• Large banner on NSSTA web site</li> <li>• Button advertisement in twelve (12) NSSTA Monthly E-Newsletters (with link to Sponsor page)</li> </ul>	<ul style="list-style-type: none"> <li>• Full-page, four-color ad in Annual Conference Onsite Materials</li> <li>• ½ Page, four-color ad in NSSTA Membership Directory</li> <li>• Upgraded listing</li> <li>• Small banner on NSSTA web site</li> <li>• Button advertisement in six (6) NSSTA Monthly E-Newsletters (with link to Sponsor page)</li> </ul>	<ul style="list-style-type: none"> <li>• ½ page, black &amp; white ad in Educational Conference on-site materials</li> <li>• ½ page, black &amp; white ad in NSSTA Membership Directory and upgraded printed listing with Bold type</li> <li>• Small banner on NSSTA web site</li> </ul>	<ul style="list-style-type: none"> <li>• ¼ page, black &amp; white ad in NSSTA Membership Directory</li> </ul>
<p><b>Marketing Materials Distribution</b></p>	<ul style="list-style-type: none"> <li>• Booth at Annual Conference</li> <li>• Registration Bag Insert for Annual Conference and Educational Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Booth at Educational Conference</li> <li>• Educational Conference Registration Bag Insert</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to display materials at sponsors table during Educational Conference</li> </ul>	
<p><b>Complimentary Registrations</b></p>	<ul style="list-style-type: none"> <li>• 2 Full Registrations for the Annual Conference and Educational Conference (4 total registrations)</li> </ul>	<ul style="list-style-type: none"> <li>• One Full Registration for the Annual Conference and the Educational Conference (2 total)</li> </ul>	<ul style="list-style-type: none"> <li>• One Full Registration for the Educational Conference (1 total)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Full Registration for the Leadership Forum Networking Events (1 total)</li> </ul>
<p><b>Attendee List</b></p>	<ul style="list-style-type: none"> <li>• Excel file of Pre- and Post-Annual Conference and Educational Conference list of registered participants</li> </ul>	<ul style="list-style-type: none"> <li>• Access to Pre- and Post-Educational Conference list of registered participants</li> </ul>		
<p><b>Golf</b></p>	<ul style="list-style-type: none"> <li>• Complimentary foursome at the Annual Conference</li> <li>• Hole Sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>• Complimentary twosome at the Annual Conference</li> </ul>		

# NSSTA Partnership Program Options & Opportunities

## Annual Conference Welcome Reception - \$5,000

Be the first to welcome attendees to the NSSTA Annual Conference

### Benefits Package Includes:

- Opportunity to Welcome attendees with 60 second “info-mercial”
- Signage throughout event
- Sponsor Recognition during event

## Educational Conference Welcome Reception - \$3,500

Be the first to welcome the NSSTA Educational Conference

### Benefits Package Includes:

- Opportunity to Welcome attendees with 60 second “info-mercial”
- Signage throughout event
- Sponsor Recognition during event

## Leadership Forum Welcome Reception - \$2,500

Be the first to welcome the NSSTA Leadership Forum

### Benefits Package Includes:

- Opportunity to Welcome attendees with 60 second “info-mercial”
- Signage throughout event
- Sponsor Recognition during event

## Annual Conference President’s Hospitality - \$5,000

### Benefits Package Includes:

- Logo signage throughout event
- Sponsor Recognition during event

## Educational Conference President’s Hospitality - \$5,000

### Benefits Package Includes:

- Logo signage throughout event
- Sponsor Recognition during event

## Leadership Forum President’s Hospitality - \$3,500

### Benefits Package Includes:

- Logo signage throughout event
- Sponsor Recognition during event

## Networking Lunch Sponsors - \$3,000/Conference

You’re sure to make a lasting impression on attendees who gather for these popular seated luncheons. In addition to entrance signage, your company’s name and logo will be featured on tent cards at each table. At your request, NSSTA will distribute product literature on the tables. *Please note: Promotional flyers must be submitted in advance to NSSTA for approval.*

### Benefits Package Includes:

- Logo signage throughout event
- Sponsor Recognition during event

## Annual Conference and Educational Conference Tote-Bags - \$3,500/Conference

Your company's name and logo will be imprinted on these attractive tote bags which are given to every attendee. This handy carryall contains the Final Program and other materials used by attendees each and every day and beyond the event. That means three days with your brand identity "walking" the event! These bags will be distributed to ALL participants at NSSTA Annual Conference and Educational Conference, as well as other association events including the Leadership Forum. Along with the NSSTA logo, your corporate logo will appear on the side of the tote-bag given to every attendee at registration.

**Benefits Package Includes:**

- Distribution at ALL events
- Sponsor Recognition on signage during events

**Morning and Afternoon Coffee Breaks - \$1,000/break for each Conference**

As attendees grab a cup of coffee or refreshment, they'll thank you for sponsoring this much-appreciated service. Signs including your organization's name and logo will be placed at each coffee station. And you can provide customized paper cups and napkins too! Opportunities are available for morning and afternoon breaks.

**Benefits Package Includes:**

- Sponsor recognition and signage at your activity

**Annual Conference Keynote Session - \$6,000**

Keynote sponsorships highlight your company name and logo to an audience of nearly 250 professionals. Your company has an exclusive opportunity to meet with the speaker before or after their presentation. Plus, your representative may place company promotional information on each attendee's chair before the session begins. Speaker(s) to be announced. *Please note: Promotional flyers must be submitted in advance to NSSTA for approval.*

**Educational Conference Keynote Session - \$4,000**

Keynote sponsorships highlight your company name and logo to an audience of nearly 150 professionals. Your company has an exclusive opportunity to meet with the speaker before or after their presentation. Plus, your representative may place company promotional information on each attendee's chair before the session begins. Speaker(s) to be announced. *Please note: Promotional flyers must be submitted in advance to NSSTA for approval.*

**Leadership Forum Keynote Session - \$3,500**

Keynote sponsorships highlight your company name and logo to NSSTA leaders including the Board of Directors, Committee Chair(s) and Committee members, nearly 100 industry leaders. Your company has an exclusive opportunity to meet with the speaker before or after their presentation and to introduce the speaker. Plus, your representative may place company promotional information on each attendee's chair before the session begins. Speaker(s) to be announced. *Please note: Promotional flyers must be submitted in advance to NSSTA for approval*

**Badge Lanyards - \$2,500**

Keep your brand top of mind with this exclusive sponsorship. Each attendee will receive a name badge with a handy lanyard that eliminates the need for pins and clips. The lanyard can be imprinted with your company's name and logo in the color of your choice on a white background—one color imprint. These lanyards will be distributed to ALL participants at NSSTA Annual Conference and NSSTA's two Regional Meetings, as well as other association events. Along with the NSSTA logo, your corporate logo will appear on the side of the tote-bag given to every attendee at registration.

**Umbrellas - \$2,500**

Keep your brand top of mind with this exclusive sponsorship that lasts. Each Annual Conference attendee will receive an umbrella before attending Capitol Hill meetings with legislators and the Capitol Hill Reception. Along with the NSSTA logo, your corporate logo will appear on the umbrella given to every attendee at registration.

### **Congressional Directory - \$5,000**

Keep your brand top of mind throughout the year with this useful Congressional Directory distributed to all Annual Conference attendee in preparation for their Capitol Hill meetings and for using at home to contact legislators throughout the year. Along with the NSSTA logo, your corporate logo will appear on the front of the Directory given to every attendee at registration.

### **Literature Drops—Exclusive Access to Headquarters Hotels - \$2,500/Conference**

Make sure your material gets into the attendees' hands by having your company literature placed outside the doors of top decision-makers and prospects. Customers will arrive at the event ready to talk business and learn more. You supply the literature, and NSSTA will arrange for the delivery. Multiple drops are available (Sunday, Monday or Tuesday).

### **Note Pads - \$5,000 for all three meetings**

Attendees are always looking for something to write on, and these attractive note pads, imprinted with your company's name and logo, fit the bill perfectly! One is included in each registration tote bag. These notepads will be distributed to ALL participants at NSSTA Annual Conference, Educational Conference and Leadership Forum, as well as other association events. Along with the NSSTA logo, your corporate logo will appear on the side of the tote-bag given to every attendee at registration.

### **Pens - \$3,000 for all three meetings**

Get double the impact by sponsoring the official NSSTA pen, inscribed with your company's name and logo and included in every registration tote bag. Pens will be used throughout the week and beyond, so your company brand will always be in the right hands! These pens will be distributed to ALL participants at NSSTA Annual Conference, Educational Conference and Leadership Forum, as well as other association events. Along with the NSSTA logo, your corporate logo will appear on the side of the tote-bag given to every attendee at registration.

### **Program-at-a-Glance - \$1,500/Annual**

As a sponsor, your name will be in the hands of clients and prospects during the NSSTA Annual Conference and Educational Conference with this handy, pocket-sized schedule. Distributed in tote bags as well as from the registration area and other locations, it is the primary resource attendees use to locate educational sessions and events. Your organization's name, logo, and booth number will appear prominently on the inside center or back panel.

### **Tote Bag Insert - \$500/Conference**

Make an impression when you put your company's product information into the hands of qualified buyers right from the start! NSSTA will insert a preprinted, single 8-1/2" x 11" sheet of promotional literature about your company into the tote bags provided to each program attendee. Inserts must be delivered to NSSTA. *Please note: Promotional flyers must be submitted in advance to NSSTA for approval.*

## Rules and Regulations

- I. **Event Dates & Location** - This Agreement encompasses the partnership between NSSTA and the Partner for fiscal year (July 1, 2010 – June 30, 2011).
- II. **Partnership Agreement**
  - a. **Partner Designation and Exclusivity** - Partner will be listed in all applicable NSSTA materials at the appropriate Partnership corresponding with its elected items at the following amounts (all figures in US dollars):
    - i. Platinum: \$10,001 or above
    - ii. Gold: \$8,001 - \$10,000
    - iii. Silver: \$5,001 - \$8,000
    - iv. Bronze: \$3,000 - \$5,000
  - b. **Priority Partnerships** - A point system will be utilized when considering assignment of Partnership Program promotional opportunities based on previous support and submission of contracts with deposit. Partners will be entitled right of first refusal for its reserved Partnership Program in following year (FY 2011). NSSTA reserves the right to alter specific deliverables and benefits for future events.
  - c. **Use of Event Logo** - Partners will receive permission from NSSTA to use the designation as an "Official NSSTA Partner", as well as use approved the conference logos, in Partnership correspondence, collateral, and other materials. NSSTA will supply Partners with approved logo/marketing material upon receipt of a signed copy of the Agreement.
- III. **Payment Terms** - Partners must remit full payment of Partnership Program fee with application or within 30 days of receipt of invoice. Invoice will follow shortly after receipt of signed agreement.
- IV. **Limited Liability** - The liability of NSSTA for any act, error or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. NSSTA will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. NSSTA shall not be subject to any liability whatsoever for any failure to hold event because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of NSSTA. Unintentional or inadvertent failures of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.
- V. **No Cancellation After Acceptance** - Partners may not cancel this Partnership after acceptance by NSSTA except for breach of this Agreement by NSSTA.
- VI. **Qualification for Partnership Program** - Unless otherwise specified, only NSSTA members in good standing may participate in the NSSTA Partnership Program. Exclusions to this policy include non-profit associations and organizations, and others as review and approved by the Board of Directors. The Board reserves the right to reject any sponsors that do not explicitly represent and support NSSTA's mission.
- VII. **General Terms**
  - A. **Terms and Conditions**: - The terms and conditions set forth in this Agreement govern the relationship between NSSTA and the Partner. Unless expressly agreed to in writing by NSSTA, no other terms or conditions appearing in contracts, orders, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on NSSTA. NSSTA shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement.
  - B. **Waiver**: The waiver of any provision of this Agreement shall not be construed to be a waiver of either party's right to later require strict observation and performance of each of the provisions hereof.
  - C. **Receipt**: Email or facsimile transmission of a copy of this Agreement bearing a signature shall be deemed to be delivery of a signed original Agreement.
- IV. **Severability** - If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in force.
- V. **Entire Agreement** - This Agreement constitutes the entire agreement between Sponsor and NSSTA. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the party to be bound.

# NSSTA Partnership Program

2010 - 2011

## Corporate Partner

1100 New York Avenue, Suite 750W  
Washington, DC 20005  
202.289.4004  
Chill@nssta.com

### I. Contact Information

Contact Name: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_ Suite: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address: \_\_\_\_\_

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

**II. NSSTA Partnership PACKAGES** (Check **ALL** the items you wish to partner and total the amount; this total will determine your Partnership Level and Benefits.)

- |  |                               |
|--|-------------------------------|
| <input type="radio"/> Welcome Reception – Annual Conference            | \$5,000                       |
| <input type="radio"/> Welcome Reception – Educational Conference       | \$3,500                       |
| <input type="radio"/> Welcome Reception – Leadership Forum             | \$2,500                       |
| <input type="radio"/> President's Hospitality - Annual Conference      | \$5,000                       |
| <input type="radio"/> President's Hospitality – Educational Conference | \$5,000                       |
| <input type="radio"/> President's Hospitality – Leadership Forum       | \$3,500                       |
| <input type="radio"/> Networking Lunch per Conference                  |                               |
| <input type="radio"/> Educational Conference                           | \$5,000                       |
| <input type="radio"/> Leadership Forum                                 | \$3,000                       |
| <input type="radio"/> Annual Conference                                | \$3,000                       |
| <br>   |                               |
| <input type="radio"/> Tote-bags - Annual and Region Meetings (3)       | \$7,000                       |
| <input type="radio"/> Educational Conference                           | \$3,000                       |
| <input type="radio"/> Leadership Forum                                 | \$2,500                       |
| <input type="radio"/> Annual Conference                                | \$3,000                       |
| <br>   |                               |
| <input type="radio"/> Morning and Afternoon Coffee Breaks per Day      |                               |
| <input type="radio"/> Educational Conference                           | \$1,000 x ____ (days) = _____ |
| <input type="radio"/> Leadership Forum                                 | \$500 x ____ (days) = _____   |
| <input type="radio"/> Annual Conference                                | \$1,500 x ____ (days) = _____ |
| <br>   |                               |
| <input type="radio"/> Annual Conference Keynote Session                | \$5,000                       |
| <input type="radio"/> Leadership Forum                                 | \$3,000                       |
| <input type="radio"/> Educational Conference Keynote Session           | \$5,000                       |

- Badge Lanyards – Annual and Educational Conferences \$2,500
- Umbrellas – Annual Conferences \$2,500
- Congressional Directory – Annual Conference \$5,000
  
- Literature Drops per Conference
  - Educational Conference \$2,000
  - Leadership Forum \$1,000
  - Annual Conference \$2,500
  
- Note Pads – Annual and Educational Conferences \$5,000
- Pens – Annual and Educational Conferences \$3,000
- Program-at-a-Glance Annual and Educational Conferences \$2,000
  
- Tote Bag Insert per Conference
  - Educational Conference \$500
  - Annual Conference \$750

**TOTAL: \$ \_\_\_\_\_**

**III. PAYMENT INFORMATION**

**Payment by Check or Money Order: (Make checks payable to NSSTA)**

Send Payments and Application form to:  
 NSSTA  
 1100 New York Avenue, NW, Suite 750W  
 Washington, DC 20005

**Payment:** \_\_\_\_\_ Check (preferred)    \_\_\_\_\_ VISA    \_\_\_\_\_ MasterCard

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

\_\_\_\_\_  
 Name (as it appears on card)

\_\_\_\_\_  
 Signature (required)

**For more information about NSSTA membership, programs and activities,  
 please call Courtney Hill or Peter Arnold at 202 289 4004.**