



Dear NBA Partner Sponsor:

Thank you for being a Partner with the NBA in 2020. We greatly appreciate your commitment as a business leader in the Newtown community. As we navigate our new normal, NBA activities in 2021 will reflect public safety concerns and legal mandates limiting attendance at live events. We have created a new approach for 2021 Partner Sponsors during this challenging time using marketing communications that are more digitally based to provide maximum exposure for your business.

LOYALTY PACKAGE FOR RENEWING 2020 PARTNERS: \$875

To show appreciation for your loyalty, 2020 partners who renew for 2021 will receive a reduced rate of only \$875. **That is a savings of 50% from the 2020 rate of \$1750.** In addition, returning Partner Sponsors will become an automatic high-level sponsor if any of the annual events return as a live or virtual event in 2021.

These events include the Easter Egg Hunt, Welcome Day, Antique & Classic Auto Show and Business Expo. Also, Partners will not have to pay the participation fee for the 2021 Holiday Parade (value \$100).

This offer is available only to the twenty-two 2020 Partners that **renew for 2021 by 12/1/2020 and not to new 2021 Partners.**

After 12/1/20 we will open sales to the general membership to fill any remaining spots at a cost of \$1000 (with maximum of 25 Partner Sponsors for 2021). We want to ensure that all 2020 Partners have this opportunity before we open sales to other members so please act by the deadline. Please note: 12/1/20 is the suggested renewal date for all 2021 members. Please contact Leigh Sheek-Vogel at leigh@turningpointdm.com as soon as possible if you plan to renew so we can reserve your space. You can purchase sponsorship online at <https://www.newtownba.org/sponsorship/2021-partner-sponsorships/>

2021 PARTNER SPONSORSHIP BENEFITS:

- 2021 NBA membership (\$175 value).
- Premium placement of your logo in the Newtown Community Guide & Business Directory which is mailed to every home and business in Newtown in March 2021. (Partner Sponsorship must be purchased 2/1/21 to meet print deadline)
- Your logo will appear on a continuous scroll on every page of NBA's mobile-friendly website NewtownBA.org with over 100,000+ impressions with a link to each Partner Sponsors website. The NBA website has thousands of visitors during the year. We are also growing our social media presence with Facebook, YouTube, Instagram, LinkedIn, Twitter and others to bring the public to our website.
- Additional website landing page listed on NBA menu tab with your logo and direct link to your website.
- Your logo will be featured in at least one of our monthly E-newsletters along with tagline and live link. The Newsletter is sent to 2500+ subscribed community and NBA members.
- Print advertising in The Advance of Newtown featuring all 2021 Partner Sponsors logos. This print ad will run quarterly and in addition your logo will be included on the annual full page Holiday ad run in November. 7700+ Circulation covers Newtown, Yardley, Langhorne, Washington Crossing, Northampton, Wrightstown, Bristol and more.

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- Partner Sponsor promotional ads on Facebook. We will post general ads for our Partnership program that will link back to our website's Partner Sponsor page, with live clicks generating attention for your business.
- NBA Facebook / Instagram Spotlight – Each Partner Sponsor will be featured in posts on the NBA social media channels. As of September 2020, we have 3,217 Facebook followers and 1,268 Instagram followers with consistent growth from month to month. Partner Sponsors should submit text (100 words maximum) describing their business and a few photographs representing their business. The NBA Marketing Coordinator will create a professionally designed Facebook image for your spotlight at no charge.
- NBA Live Spotlight on Facebook - An NBA representative (with mask and social distancing protocols at your comfort level) will visit your location to record and go live on video with you. Allow for a 10 to 15 minute interaction with you to promote your business on the NBA Facebook page. FB Live video will continue to be accessible on Facebook and YouTube after the live airing, and may be shared afterwards as well.
- Constant Contact email blast to over 2500 community and member newsletter subscribers every month with your logo and direct links to your website with a message focusing on: *Please support NBA Partners 2021. Their solid commitment is a driving force in keeping the NBA moving forward.*
- As a Partner Sponsor, you may post business updates daily to our Facebook page and be highlighted twice a month. Partners can tag us on Instagram and IG stories. When you do this our social media coordinator Jacki Pitkow can re-share your post and use new options to highlight local businesses. Forward to tsbyjacki@gmail.com
- Partner Sponsors will receive first-priority when the NBA Business School Podcasts are scheduled for 2021 (assuming the subject matter is approved as educational). Podcasts are promoted on our social media outlets and website to announce topics and speakers. If you are an episode guest, you can include the podcast on your social media content and website as well. Our podcasts are archived on our website's podcast page where they can be listened to at any time.

Please purchase Partner Sponsorship online at www.newtownba.org found on the “Sponsorship” tab. Contact Leigh Sheek-Vogel, Marketing Chair should you need to be invoiced. leigh@turningpointdm.com