



NEWTOWN BUSINESS ASSOCIATION

Building Business . Fostering Friendships . Connecting Community

BENEFITS 2020 - Renew/Join TODAY!

MONTHLY MEMBERS MEETING

Enjoy networking, FREE breakfast & guest speakers at our membership meetings - Gain additional exposure by hosting or sponsoring a breakfast! Details online.

BUSINESS CARD EXCHANGES

Hosted by members at their own locations, held 1x per month from 5-7pm . Contact the NBA if you would like to host or sponsor a business card exchange.

FREE LISTING in PRINTED DIRECTORY

This annual Newtown Community Guide & Directory, is mailed to all homes + businesses in Newtown in March with 20,000+ total distribution. Join by **2/1/20** for inclusion.

LOW COST ADVERTISING OPTIONS

Purchase ad space in The Newtown Community Guide & Business Directory by **2/1/20** for great exposure. In 2020, take part in our high value co-op ad options in local publications.

HIGH VALUE PARTNER PROGRAM

Max. exposure at the best price. Partners receive the highest level of sponsorships at events & more!
(See details to your right)

EXPOSURE At NBA EVENTS

Sponsor & gain exposure to thousands at NBA Easter Egg Hunt, Welcome Day, Antique & Classic Auto Show, Business Expo, Newtown Holiday Parade and more.

GET INVOLVED

Volunteer to serve on our many committees in 2020 to foster friendships, build business & connect to your community. See the list of 2020 Chairs online.

SOCIAL MEDIA BENEFITS

Benefit from traffic to our growing social media presence with Facebook, Twitter, Instagram & LinkedIn. Submit your information to be posted & shared.

NBA WEBSITE EXPOSURE

Our mobile friendly site is a powerful promotional tool for your business. NBA's online directory has traffic that will help you be found & increase your Search Engine Optimization (SEO).

DO YOU KNOW THE MANY TOOLS YOU CAN USE ON OUR SITE?

- Customize your profile page
- Upload your logo & coupons
- Submit info to our "Member's News"
- Find member to member discounts
- One click to email all members
- Access members, services & products
- Download addresses for mailings
- List or review job openings
- Update / edit your membership profile
- Use online Community Guide
- Purchase sponsorships & advertising
- RSVP for meetings and exchanges

Join at NewtownBA.org & connect on social media



ADVERTISE in our Newtown Guide

Offered to members only once a year - **deadline is 2/1/20**

Don't miss this amazing opportunity. Purchase low cost ad space in our annual publication mailed to every home and business in Newtown!

Also distributed at community events, locations in Newtown and mailed to new homeowners through the year. **Details on Reverse** →

PARTNER with NBA 2020

The NBA Partner Sponsorship program is designed for those companies seeking maximum business exposure for their advertising dollar. Show your commitment to the Newtown community, position yourself as a high level partner & save money!

WHAT DO YOU GET?

Membership fee and sponsor presence at 2020 NBA events including Easter Egg Hunt, Welcome Day, Antique Auto Show, Business Expo & fee waived for the Newtown Holiday Parade.

Partnership cost: \$1750. If you were to join & sponsor each event individually the cost would be \$2025. Add the valuable items below for a total exposure value of \$4500

Additional Benefits:

- Premium placement of logo in the printed Community Guide (must purchase by 2/1/20);
- Premium placement of logo on NBA website rotating over 100k impressions & link to your site;
- Logo on Partner Banner at all NBA events & meetings (purchase by 2/15/20);
- Logo on screen at Newtown Theatre;
- Recognition at Awards Ceremony + Plaque;
- Logo on annual NBA Holiday advertising;
- Promotional presence at all NBA special events;
- **NBA CHARITABLE GIVING** - Recognition of Partners in the contributions made by NBA;
- **MOBILE FRIENDLY WEBSITE** gives you more exposure with people on the move;
- **SOCIAL MEDIA** - NBA events draw fans to our growing Facebook page where our partners may post messages at the discretion of the NBA, and available space on our social schedule. Other social media includes Twitter, Instagram, & LinkedIn. **NEW** - Partners receive a SPOTLIGHT on their business via facebook.

View 2020 partnership agreement & complete details online.

QUESTIONS? Contact Leigh Sheek-Vogel, Sponsorship Chair at leigh@turningpointdm.com (215)357-1727