



Cash and In-Kind Strategic Alliance Partnership Agreement 2016-2017

I, _____, as an authorized representative of _____, agree to become a:

1. _____ **Level Cash** (please refer to SAP grid below) Strategic Alliance Partner

Or

2. _____ **Level In-Kind** (please refer to SAP grid below) Strategic Alliance Partner

of the MPI WestField Chapter for the (please insert month of sponsorship) _____ Program.
This agreement secures my sponsorship to provide: (please describe nature of sponsorship: i.e., audio visual, meeting space, F&B, transportation, décor): _____
at the retail value of _____.

SPONSOR CONTACT INFORMATION

Contact Name _____

Contact Title _____

Company _____

Address _____

City/State/Zip _____

Email Address _____

Telephone: _____ Fax: _____

URL: _____

Strategic Alliance Partnership Rules of Engagement

All partnership reservations will be considered on a first-come, first-served basis and partners must complete the enclosed sponsorship agreement/invoice for consideration. The MPI WestField Chapter reserves the right to approve and assign all partnerships. Remittance for financial partnerships is due with signed agreement. Partnerships shall not be considered official or exclusive and promotion of partners and designated benefits shall not begin until payment is received. Upon acceptance of partnership, MPI WestField Chapter shall issue a statement confirming the partnership. The finalizing of details associated with the partnership will subsequently be finalized between the partner and MPI WestField committee members associated with said partnership including but not limited to: Business Development, Communications, Membership, and Programs.

The levels of sponsorship are cumulative and valid for one fiscal year (July 1 – June 30). Recognition of partners shall be the sole responsibility of the MPI WestField Chapter. Fulfillment of benefits shall be the responsibility of the MPI WestField Chapter provided that the partner provides necessary logos and artwork within the established guidelines and deadlines established below. MPI WestField Chapter will make best efforts but is not obligated to fulfill benefits for artwork received outside of the established deadlines. MPI WestField Chapter's recognition and promotion of Strategic Alliance Partners in no way constitutes the chapter's endorsement of any partner, its products, services, or facilities. Complimentary program tickets are offered as entitlement to cash sponsors only and must be redeemed during fiscal year of sponsorship. Entitlements are subject to change.

Please complete and return this form via email to Debra Kurtz at mpiwestfieldbd@gmail.com. For additional information relating to Strategic Alliance Partnerships for the MPI WestField Chapter, please contact Debra Kurtz at 1 914 486-8876, or visit www.mpiwc.org

2016-2017 Strategic Alliance Partnership Level Entitlements – Cash Donors

Level of Partnership	Bi-Weekly e-News	Website	Quarterly e-Newsletter	Program Tickets	Acknowledgement
Friend (\$0 - \$999)	Logo Link (1 month)	Logo Link (1 month)	Logo Link - 1 Quarterly Submission	-----	Awards Event Recognition SAP Listing on Website
Copper (\$1,000 - \$1,499)	Logo Link (2 months)	Logo Link (2 months)	Logo Link - 1 Quarterly Submission	*1 ticket to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings
Silver (\$1,500 - \$2,999)	Logo Link (3 months)	Logo Link (3 months)	Logo Link - 1 Quarterly Submission	*1 ticket to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (3 minutes)
Gold (\$3,000 - \$4,999)	Logo Link (4 months)	Logo Link (4 months)	Logo Link - 2 Quarterly Submissions	*2 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (4 minutes)
Platinum (\$5,000 - \$9,999)	Logo Link (6 months)	Logo Link (6 months)	Logo Link - 2 Quarterly Submissions First Level “Advertorial” in 1 Quarterly Submission	*3 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (5 minutes)
Executive Platinum (\$10,000 - \$14,999)	Logo Link (8 months)	Logo Link (8 months)	Logo Link - 3 Quarterly Submissions First Level “Advertorial” in 2 Quarterly Submissions	*3 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (8 minutes)
Diamond (\$15,000 - \$19,999)	Logo Link (10 months)	Logo Link (10 months)	Logo Link - 4 Quarterly Submissions Second Level “Advertorial” in 3 Quarterly Submissions	*4 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored events (10 minutes)
Black Diamond (\$20,000+)	Logo Link (12 months)	Logo Link (12 months)	Banner Ad/Logo Link - 4 Quarterly Submissions Second Level “Advertorial” in 3 Quarterly Submissions	*4 tickets to an Educational Program or Special Event	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at 2 events (sponsored + 1 additional at 5 min. each)

*Complimentary program tickets are offered as entitlement to cash sponsors only and must be redeemed during the fiscal year of sponsorship. Complimentary tickets are redeemable for events priced at \$55 or less. Entitlements are subject to change.

**ANY mailing sent WITH ANY MENTION of MPI WestField must be approved by our VP Communications for brand compliance. Please submit a draft to the VP Communications no later than 30 days prior to intended mailing. Please allow 7-10 days for approval of draft. Please send draft to vpcommunications@mpiw.org. For any questions regarding this please contact Brandon Glen, VP Marketing & Communications at Bglen@live.com.

***Podium time must be coordinated with Director of Business Development and Director of Program Logistics and/or Director of Special Events.

2016-2017 Strategic Alliance Partnership Level Entitlements - In-Kind

Donors

Note: The value of an In-Kind contribution is defined as 100% the retail value and will dictate partnership level.

Level of Partnership	Weekly e-News	Website	Quarterly e-Newsletter	Acknowledgement
Friend (\$0 - \$999)	*Logo Link (1 month)	*Logo Link (1 month)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website
Copper (\$1,000 - \$1,499)	*Logo Link (2 months)	*Logo Link (2 months)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website Social Media Postings
Silver (\$1,500 - \$2,999)	*Logo Link (3 months)	*Logo Link (3 months)	Logo Link - 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (3 minutes)
Gold (\$3,000 - \$4,999)	*Logo Link (4 months)	*Logo Link (4 months)	Logo Link - 2 Quarterly Submissions	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (4 minutes)
Platinum (\$5,000 - \$9,999)	*Logo Link (6 months)	*Logo Link (6 months)	Logo Link - 2 Quarterly Submissions First Level "Advertorial" in 1 Quarterly Submission	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at sponsored event (5 minutes)
Executive Platinum (\$10,000 - \$14,999)	*Logo Link (8 months)	*Logo Link (8 months)	Logo Link - 3 Quarterly Submissions First Level "Advertorial" in 2 Quarterly Submissions	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at 2 events (sponsored + 1 additional at 4 min. each)
Diamond (\$15,000 - \$19,999)	*Logo Link (10 months)	*Logo Link (10 months)	Logo Link - 4 Quarterly Submissions Second Level "Advertorial" in 3 Quarterly Submissions	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at 2 events (sponsored + 1 additional at 5 min. each)
Black Diamond (\$20,000+)	*Logo Link (12 months)	*Logo Link (12 months)	Banner Ad/Logo Link - 4 Quarterly Submissions Second Level "Advertorial" in 3 Quarterly Submissions	Awards Event Recognition SAP Listing on Website Social Media Postings ***Podium time at 2 events (sponsored + 1 additional at 5 min. each)

*Inserts, articles or profiles to be provided by sponsor

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***Podium time must be coordinated with Director of Business Development and Director of Program Logistics and/or Director of Special Events. We must not schedule 2 sponsors to have their presentation during the same program.

Logo Link/Banner Ad/Advertorial Definition and Artwork Guidelines

Logo Links = Logos in square shape on home page and internal pages of website, Bi-Weekly e-News and Quarterly e-Newsletter. URL is imbedded to all logos.

Banner Ads = Wide horizontal ads for the top of “Central” landing pages on website on the: Home, Member Resources, Events, Volunteers, Business Opportunities” pages. URL is embedded to all banner ads.

Advertorials = Editorial type advertisement as described below on Quarterly e-Newsletter and Website

Please email your Logo Link, Banner Ad artwork or advertorial at the time the contract (Advertising or Strategic Alliance Partnership Form) is completed or no later than 60 days prior to the event date of advertising or sponsorship. **Please note:** MPI WestField Chapter may refuse the right of fulfillment if these guidelines and deadlines are not adhered to.

1. **Logo Links: Website (Home Page & Interior Pages) / Weekly e-News / Quarterly e-Newsletter:** Logo/Link File Format/Size for website, e-news and electronic newsletter: Please submit either

(a) high resolution, commercial print quality (minimum 300 dpi) logo in jpeg, tiff, or pdf format. Format should be no more than 300 pixels wide or 300 pixels tall.

(b) creative banner ad (developed by sponsor) not to exceed 698 pixels wide x 319 pixels tall in jpeg format. If FLASH is the preferred format, please embed the URL you want it to link to “click on” and not on “rollover”.

2. **Website Banner Ads: (5 Landing Pages: Home, Member Resources, Events, Volunteers, Business Opportunities):** Please submit artwork 698 pixels wide by 319 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to “click on” and not on “rollover”. Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first- served basis for page, quarterly issue and length of placement
3. **Website Home Page Banner Ad:** Please submit artwork 698 pixels wide by 319 pixels high in jpeg format (72-100 dpi). If FLASH is the preferred format, please embed the URL you want it to link to “click on” and not on “rollover”. Please provide URL hyperlink for linking. Please note: placement of banner ads are on a first- come, first- served basis for quarterly issue and length of placement
4. **Advertorials: (Quarterly e-Newsletter linked to Website)**
 1. **1st level fulfillment:** 2 images, 1 email link, 1 website link, one 750-word article (max)
 2. **2nd level fulfillment:** 3 images, 1 email link, 1 website link, 1 embedded video (i.e., from YouTube, Daily Motion), one 1500-word article (max)

Please send ALL Strategic Alliance Partnership related artwork to Debra Kurtz at mpiwestfieldbd@gmail.com

Please send ALL Advertising related artwork to Jennifer Jacobson at Advertising@mpiwc.org