



## 2011-2012 MASTER SPONSOR AGREEMENT

Commencing: July 1, 2011 through June 30, 2012

We look forward to investing in our business and industry by joining the Master Sponsor Program at the New Jersey Builders Association (NJBA). *Our participation in the program affords the continuity of the Association's effort to protect our common interest and livelihoods.* This is a binding Agreement to be named as a Master Sponsor of NJBA for a 12-month period **commencing on July 1, 2011 and ending on June 30, 2012.** We understand that Master Sponsor benefits include the following:

### Marketing and Business Development Benefits:

1. Company logo prominently displayed in the NJBA State Office reception area on a 42" digital monitor
2. Four personalized Master Sponsor badges to identify, market and brand your company during networking events
3. Business Card ad in *Dimensions* – ads are Exclusive to MSs and rotated equally throughout the year (295 pixels x 150 pixels in: Photoshop, JPEG, TIFF, Illustrator, or PDF format)
4. Logo placed in *Weekender* with a link to your website – ad is Exclusive to MSs and is rotated equally throughout the year (Logo should be 2100 pixels x 1500 pixels; a high resolution graphic is needed for marketing purposes, signage, etc.)
5. Web Site Advertising on NJBA.org website (*Seminars or events that meet NJBA criteria will be posted on-line for additional exposure*)
6. Hot links to Master Sponsor Site on [www.NJBA.org](http://www.NJBA.org) website
7. Option to advertise and promote seminars and events unique to a Master Sponsor on NJBA.org's Events page and in *Weekender*
8. Opportunity to develop a strategic marketing plan focused on realizing a ROI on the Master Sponsorship. (Limited to two one hour meetings)
9. Use of custom designed Master Sponsor logo and a supply of custom Master Sponsor seals for promotional use
10. One complimentary electronic or standard mailing to entire NJBA membership or two mailings to the Builder membership - each piece not to exceed 1 oz. and should be printed and inserted into #10 size envelopes or could be prepared as a self-mail piece
11. NJBA informational event(s) exclusively hosted by the Master Sponsors affording networking opportunities with builder members
12. Informative semi-annual e-newsletter, "The Cutting Edge," created and sent to NJBA members on behalf of the Master Sponsors with featured articles written exclusively by the Master Sponsors
13. Legislative update(s) and economic forecast presented exclusively to Master Sponsors
14. Opportunity to participate in NJBA seminar presentations

### ABC Benefits:

1. One complimentary booth (up to a \$2,025 value) at Atlantic Builders Convention (ABC) with priority selection
2. 12 complimentary booth personnel registrations for each 10' x 10' booth
3. Company name/logo prominently displayed on a 42" digital monitor located in the ABC registration area
4. Special plaque to display - branding your company as a Master Sponsor
5. On-site exclusive lounge available for all Master Sponsors during convention hours for networking and business development
6. Master Sponsor Ribbon on representatives' badges at Atlantic Builders Convention
7. Advertisement and listing in official ABC Show Guide (distributed to all attendees)
8. 7' Entryway Panel with daily listings to include list of MS Companies' Name and Booth #
9. 10 tickets to the Builder Reception Cocktail Party held at the convention exclusively for Master Sponsors & Builders
10. Four tickets to either SAM Awards Banquet or NJBA Installation Banquet (or any combination of two events - max. of four complimentary tickets with the option to purchase additional tickets)