

# EXPLORE UNLIMITED POSSIBILITIES BY PARTNERING WITH ISAE

The Indiana Society of Association Executives (ISAE) is excited to share our sponsorship opportunities for 2023. Please read on to explore how we can partner to mutually meet a mission of making stronger leaders who lead stronger associations!

Indiana is home to hundreds of state and national associations, including professional and trade associations, philanthropic organizations, as well as fraternity and sorority national headquarters. Through the support of partners and sponsors like you, ISAE strengthens the success of association professionals in Indiana and their associations through knowledge sharing, networking events, career building opportunities and more.

The offerings listed in this packet provide industry partners with the opportunity for year-round visibility to association professionals throughout the state of Indiana and their members, along with the ability to actively support the association industry and establish themselves as thought leaders.

This packet is meant to be a starting point - if there are opportunities to meet your marketing goals that are not included within the packet, please let us know and we would be happy to get creative!

Sponsorship opportunities are available at many price points so you can find the best fit for your marketing budget. Take time now to carefully review this array of opportunities to maximize your company's visibility in 2023! We look forward to assisting you in achieving your marketing goals.

Warm Regards,



Grant Carpenter

Director of Membership  
Indiana Society of Association Executives (ISAE)  
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# ISAE 2023 SPONSORSHIP OPPORTUNITIES

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## SAMPLING OF ISAE MEMBER ORGANIZATIONS

Acacia Fraternity, Inc.	Indiana Restaurant & Lodging Association
Academy of Model Aeronautics	Indiana Soybean Alliance
Accelerate Indiana Municipalities	Indiana State Bar Association
Alpha Kappa Psi Professional Business Fraternity	Indiana State Nurses Association
Alpha Sigma Alpha	Indiana Veterinary Medical Association
Alpha Tau Omega	Kappa Alpha Theta Fraternity, Inc
American Academy of Nursing	Kappa Delta Pi Education Honor Society
American Alliance of Orthopaedic Executives	Kiwanis International
American Camp Association, Inc.	Midwest Political Science Association
American College of Sports Medicine	National Association of Mutual Insurance Companies
American Society of Quality	National Chimney Sweep Guild
Asphalt Pavement Association of Indiana	National Electrical Contractors Association
Association of Fraternity/Sorority Advisors	National Precast Concrete Association
Association of Indiana Counties	Organization of American Historians
Association of Real Estate Licence Law Officials	Phi Sigma Kappa Fraternity
BOMA Indiana	Psi Upsilon Fraternity
Delta Zeta Sorority	Radio Television Digital News Association
Fraternity Executives Association	Raybourn Group International
HollandParlette	Sigma Alpha Mu Fraternity
Indiana Academy of Family Physicians	Sigma Kappa Sorority
Indiana Apartment Association	Sigma Theta Tau International
Indiana Bankers Association	Society of Broadcast Engineers
Indiana CPA Society	Society of Professional Journalists
Indiana Credit Union League	Synergos Association Management Company
Indiana Criminal Justice Association	Tau Kappa Epsilon Fraternity
Indiana Dental Association	The American Legion National Headquarters
Indiana Farm Bureau, Inc.	The Arc of Indiana
Indiana Food & Fuel Association	The Corydon Group
Indiana Latino Institute	The Mattison Corporation

## DID YOU KNOW...



ISAE membership is  
at an all-time high!

# 82%

of CAEs\* in Indiana  
are members of ISAE.

*\*Certified Association Executive*

# \$580 MILLION

Total economic  
impact of associations  
in Indiana<sup>1</sup>

# 91%

of total association expenses occur within the  
state the association is headquartered.<sup>1</sup>

## ISAE 2020-2023 STRATEGIC PLAN

### *By the end of 2023...*

ISAE membership will be a consistently enriching experience and the Society will be the preferred professional affiliation for our members.

ISAE will be the go-to authority for association management excellence and industry issues in the state of Indiana.

ISAE will be the recognized leader in providing high-quality professional development opportunities to association professionals throughout the state of Indiana.



<sup>1</sup>Impact of Association Sector on State Economies, Wharton Marketing & Research



# ANNUAL PARTNERSHIP PROGRAM

**Fully customize your annual partnership to meet your organization's business needs.**

Tailor your 2022 annual partnership with ISAE to ensure you receive the type of exposure that is the right fit for your organization. When your investment with ISAE reaches certain thresholds (see below), your company earns additional perks. Each dollar spent with ISAE increases your company's brand awareness with key decision-makers in Indiana's association industry.

Please note a small portion of revenue from each sponsorship will be allocated to ISAE's operating expenses to ensure strategic goals and initiatives are met and exceeded.

Please contact Grant Carpenter at [gcarpenter@isae.org](mailto:gcarpenter@isae.org) or 317-328-4569 if you have any questions.

Benefit	Supporting \$0 - \$1,999	Bronze \$2,000-\$2,999	Silver \$3,000-\$4,999	Gold \$5,000-\$9,999	Platinum \$10,000+
Logo and company description to appear on ISAE website, with a link to company website.	✓	✓	✓	✓	✓
Recognition at all events, in-person or virtual	✓	✓	✓	✓	✓
Logo to appear on all event-related promotional emails and bi-monthly e-newsletter	✓	✓	✓	✓	✓
Right of first refusal for chosen 2023 sponsorship opportunities in 2024.	N/A	✓	✓	✓	✓
ISAE to send promotional emails to membership on your behalf	N/A	N/A	1 Per Year	2 Per Year	4 Per Year
Company logo to appear on ISAE's home page for the entire year, with link to company website.	N/A	N/A	N/A	N/A	✓
Listed as a Platinum Partner in the online Marketplace (name will stand out in bold).	N/A	N/A	N/A	N/A	✓
One Complimentary Individual Membership	N/A	N/A	N/A	N/A	✓



# CREATE AWARENESS THROUGHOUT THE YEAR

## GENERAL EDUCATION EVENTS

### General Event Sponsorships Include:

- Logo on event website, marketing materials, pre- and post-event communications, and on signage at event (or placement on event platform if virtual)
- Pre- and Post-event attendee lists
- Opportunity to provide giveaways/marketing materials to attendees.
- Opportunity to address audience or play a promotional video, where noted\*

General Education Events Partnership Opportunity	Availability	Cost
<input type="checkbox"/> General Education Sponsor* <i>Includes dedicated recognition at all ISAE educational events.</i>	2 remaining	<b>\$2,000</b>
<input type="checkbox"/> Women in Associations Forum Keynote*	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> Women in Associations Forum Event Sponsorship	4 remaining	<b>\$250</b>
<input type="checkbox"/> Young Professional Summit Keynote*	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> Young Professional Summit Event Sponsorship	4 opportunities	<b>\$250</b>
<input type="checkbox"/> Executive Partnership Forum Keynote*	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> Executive Partnership Forum Event Sponsorship	4 opportunities	<b>\$250</b>
<input type="checkbox"/> Trend-E Keynote*	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> Trend-E Event Sponsorship	4 opportunities	<b>\$250</b>
<input type="checkbox"/> Strategy Academy - Session 1 (February)*	1 opportunity	<b>\$750</b>
<input type="checkbox"/> Strategy Academy - Session 2 (May)*	1 opportunity	<b>\$750</b>
<input type="checkbox"/> Strategy Academy - Session 3 (September)*	1 opportunity	<b>\$750</b>
<input type="checkbox"/> Strategy Academy - Session 4 (November)*	1 opportunity	<b>\$750</b>



# CREATE AWARENESS THROUGHOUT THE YEAR

## DIGITAL

Gain continuous brand awareness throughout the year via ISAE's online platforms from the Marketplace and website to email promotions, the blog and social media.

Digital Partnership Opportunity	Availability	Cost
<input type="checkbox"/> Write an article for ISAE's blog or provide content for an eBook for ISAE's blog.	12 blog article opportunities and 3 eBook opportunities	<b>\$250</b>
<input type="checkbox"/> Sponsored Social Media Content.	Unlimited	<b>\$250 for 2 Tweets</b>  <b>\$250 for 1 Instagram or 1 Facebook post</b>  <i>(please circle your choice)</i>
Insider e-Newsletter Advertising	Availability	Cost
ISAE newly revamped bi-monthly Insider e-Newsletter is the one-stop shop for all association professionals throughout Indiana. The newsletter contains membership spotlights, interactive polls, and much more. Click rates are at an all-time high, being <b>25% over the industry standard</b> . Advertising in this bi-monthly e-newsletter is the best way to showcase your brand, products & services, new conference space, ISAE member discounts and more!		
<b>All advertisements will run exactly two times per month.</b>		
<input type="checkbox"/> <b>Promoted Content</b> Include a paragraph (up to six sentences) of content to promote your product, event, etc. in two issues of the Insider.	2 opportunities per month	<b>\$500 for one month</b>
<input type="checkbox"/> <b>Half-Size Ad</b> Ad placement in ISAE e-newsletter for entire month of sponsor's choosing. Same artwork will run for entire month.  <b>Size: 300 x 250 px</b>	Unlimited	<b>\$250 for one month</b>  <b>\$2,500 for 12 months</b>  <i>(please circle your choice and indicate number of months)</i>
<input type="checkbox"/> <b>Full-Size Ad</b> Ad placement in ISAE e-newsletter for entire month of sponsor's choosing. Same artwork will run for entire month.  <b>Size: 600 x 250 px</b>	Unlimited	<b>\$500 for one month</b>  <b>\$5,000 for 12 months</b>  <i>(please circle your choice and indicate number of months)</i>
<input type="checkbox"/> <b>Priority Placement Full-Size Ad</b> Ad placement in ISAE e-newsletter for entire month of sponsor's choosing. Same artwork will run for entire month.  <b>Size: 600 x 250 px</b> <b>Guaranteed placement directly underneath the headline story</b>	1 opportunity per month	<b>\$750 for one month</b>  <b>\$7,500 for 12 months</b>  <i>(please circle your choice and indicate number of months)</i>

# CREATE AWARENESS THROUGHOUT THE YEAR



## “YOU SHOULD HEAR THIS!” Podcast Advertising

ISAE launched a new bi-monthly podcast, You Should Hear This!

Produced by the ISAE Young Professional Committee, this podcast discusses current issues facing association professionals and how they innovatively use their resources and talent to overcome and produce exemplary experiences for their members.

The audience represents association professionals (entry-level to executive) and industry partners who support the work they do every day. In over a year, the podcast has grown to over **800+ listeners, audiences not just in Indiana but around the world as well**. You Should Hear This! seeks to educate the everyday professional on how they can make the most of their expertise and lived experiences.

Build your brand awareness with the greater association community by advertising on You Should Hear This!

<i><b>You Should Hear This! Advertising</b></i>	<b>Availability</b>	<b>Cost</b>
Each advertisement is 30 seconds and will be recorded by the podcast host. Advertisers will email a script or bullet points to ISAE in advance of their designated episode.		
<b>Three advertisement spaces are available for each episode:</b> <ul style="list-style-type: none"> <li>- Pre-Roll (played immediately at the start of the episode) - only available for ten-episode packages</li> <li>- First Half (played at approximately the 25 percent point of the episode)</li> <li>- Second Half (played at approximately the 75 percent point of the episode)</li> </ul>		
<input type="checkbox"/> <b>One Episode (30-second ad)</b>	Unlimited	<b>\$300</b>
<input type="checkbox"/> <b>Two Episodes (30-second ad)</b>	Unlimited	<b>\$500</b>
<input type="checkbox"/> <b>Five Episodes (30-second ad)</b>	Unlimited	<b>\$1,250</b>
<input type="checkbox"/> <b>Ten Episodes (30-second ad; First-Half priority)</b>	1 opportunity per ten episodes	<b>\$2,000</b>
<input type="checkbox"/> <b>Ten Episode (30-second ad; Pre-Roll priority)</b>	1 opportunity per ten episodes	<b>\$2,500</b>



# ISAE ANNUAL CONVENTION (“ICON 2023”)

## July 24-26, 2023 | Evansville, Indiana

ISAE’s Annual Convention (“ICON 2023”) is *the* event to sponsor to connect with association professionals. Attendees mingle with their colleagues, receive continuing education credit and vote on the incoming Board of Directors. ICON 2023 will take place in Visit Evansville.

ICON 2023 partners receive recognition in all convention-related promotional materials, including email promotions, event web page, registration brochure, event signage and event guide. All partners will also receive a list of pre- and post-ICON 2023 attendees in Excel format.

ICON 2023 Partnership Opportunities	Availability	Cost
<input type="checkbox"/> Kick-Off Reception (sponsored by current year’s Annual Convention host)	N/A	N/A
<input type="checkbox"/> Convention Bash (sponsored by next year’s Annual Convention host)	N/A	N/A
<input type="checkbox"/> Keynote Speaker Sponsor—Receive five minutes of podium time or show a short video and introduce the speaker.	1 opportunity	<b>\$1,500</b>
<input type="checkbox"/> Happy Hour in the Exhibit Hall—provide pre-dinner beverages to attendees at a networking event in the exhibit hall; opportunity to address the audience	1 opportunity	<b>\$1,500</b>
<input type="checkbox"/> Day 1 Lunch—Includes opportunity to address audience and show a short video.	1 opportunity	<b>\$1,250</b>
<input type="checkbox"/> Day 2 Lunch—Includes opportunity to address audience and show a short video.	2 opportunities	<b>\$1,250</b>
<input type="checkbox"/> Digital Program Sponsor - Includes full page ad at the beginning of the digital program.	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> Day 1 Breakfast—Includes opportunity to address audience and show a short video.	2 opportunities	<b>\$1,000</b>
<input type="checkbox"/> Day 2 Breakfast—Includes opportunity to address audience and show a short video.	2 opportunities	<b>\$1,000</b>
<input type="checkbox"/> Check-In Sponsor—Includes opportunity to place handouts/ marketing materials at ICON check-in desk.	1 opportunity	<b>\$1,000</b>
<input type="checkbox"/> CAE/CEO Reception	2 opportunities	<b>\$750</b>
<input type="checkbox"/> State of the Industry	1 opportunity	<b>\$750</b>





ICON 2023 Partnership Opportunities		Availability	Cost
<input type="checkbox"/> Web Page Banner Ad Place a banner ad on heavy-traffic pages within the ICON website. Ads will link to your company website.  Available pages: - Education - Schedule - Hotel & Accommodations - Frequently Asked Questions		4 opportunities	\$500
<input type="checkbox"/> Refreshment Breaks		4 opportunities	\$250
<input type="checkbox"/> Daily Event Email		3 opportunities	\$250
<input type="checkbox"/> Sponsored App Push Notification		4 opportunities	\$250
<input type="checkbox"/> Industry Growth Partner—Sponsor registration for a top ISAE member prospect to give them the full ISAE experience at ICON.  <b>Please indicate amount:</b> _____		Unlimited	\$250
<input type="checkbox"/> Education Session Sponsor—Introduce a speaker and provide chair drops for one of the education sessions.		10 opportunities	\$250
Swag Sponsorships		Availability	Cost
<i>The following items are giveaways at ICON. Each item is priced with a “plus cost” designation, meaning the sponsor must pay to produce the item(s) in addition to the cost to sponsor.</i>			
<input type="checkbox"/> Room Drops for Attendees		2 opportunities	\$500
<input type="checkbox"/> Notepads and Pens		1 opportunity	\$500
<input type="checkbox"/> Health and Wellness Sponsor (branded hand sanitizer, masks, etc.)		1 opportunity	\$500
<input type="checkbox"/> Attendee Lanyards		1 opportunity	\$500
<input type="checkbox"/> Attendee Bags		1 opportunity	\$500
Digital Program Advertising		Availability	Cost
<input type="checkbox"/> Full Page Advertisement		2 opportunities	\$450
<input type="checkbox"/> Half Page Advertisement		6 opportunities	\$250
<input type="checkbox"/> Quarter Page Advertisement		10 opportunities	\$150



## ICON EXHIBIT HALL

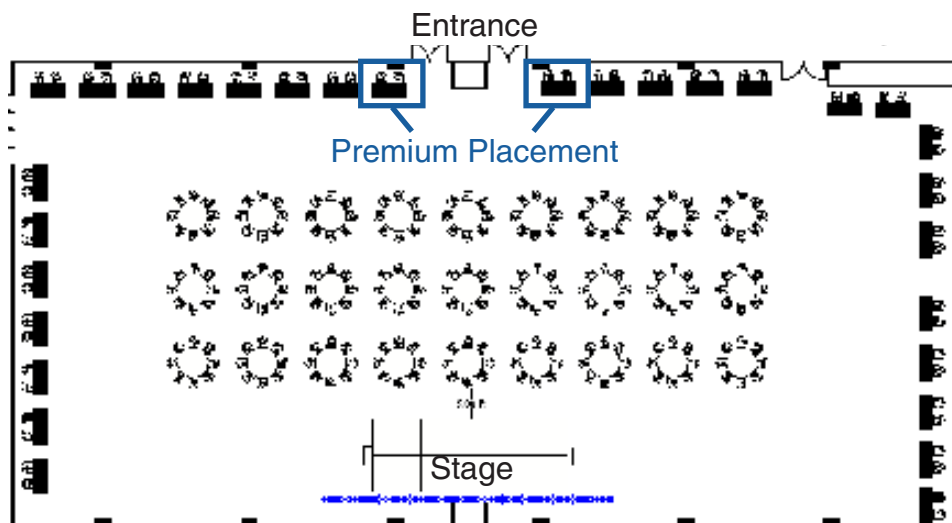
Exhibiting at ICON 2023 is the perfect way to spread the word about your company's products and services. As an exhibitor, you will be able to attend all convention activities and network with attendees.

All exhibit tables are located along the perimeter of the same ballroom in which general sessions and meals take place.

Exhibiting includes:

- One (1) complimentary event registration.
- One 6' table with approximately 64 square feet of space to set up your display
- Pre- and post-event attendee lists
- Company name on all event promotions

### SAMPLE EXHIBIT HALL MAP



Annual Convention Partnership Opportunities	Availability	Cost
<input type="checkbox"/> Premium Placement <i>Your exhibit table will be placed closest to the entrance for maximum foot traffic.</i>	2 opportunities	<b>\$1,250</b>
<input type="checkbox"/> Exhibit Table	30 opportunities	<b>\$750</b>
<input type="checkbox"/> Additional Registrations	Unlimited	<b>\$250 each</b> <i>Please indicate number:</i> _____



# STAR AWARDS

**December 2023**

ISAE's STAR Awards banquet recognizes excellence in association management and celebrates the individuals who help make the profession in Indiana a success. STAR stands for "Society's Top Association Recognition," and this is what we aim to do—recognize our members. Don't miss your opportunity to have access to potential and repeat clients.

STAR Awards partners receive recognition on email promotions, event web page, printed invitation, event signage and printed program as well as a pre- and post-event attendee list.

STAR Awards Partnership Opportunities	Availability	Cost
<input type="checkbox"/> Super STAR—Includes one complimentary table at the event; five minutes to address audience at the beginning of the event; ability to provide a giveaway onsite.	1 opportunity	\$5,000
<input type="checkbox"/> All STAR Sponsor—Includes one complimentary table at the event; two minutes to address audience; ability to provide a giveaway onsite.	2 opportunities	\$2,500
<input type="checkbox"/> Shooting STAR Sponsor—Includes six complimentary tickets to the event.	4 opportunities	\$1,500
<input type="checkbox"/> Shining STAR Sponsor—Includes four complimentary tickets to the event.	10 opportunities	\$1,000
<input type="checkbox"/> Sparkling STAR Sponsor—Includes two complimentary tickets to the event.	15 opportunities	\$750
<input type="checkbox"/> Twinkling STAR Sponsor—Includes one complimentary ticket to the event.	20 opportunities	\$500
<input type="checkbox"/> Contributing Sponsor	Unlimited	\$250
<input type="checkbox"/> Sponsor a STAR Award—Present the award to the winner; opportunity to address audience; company name engraved on trophy.	10 opportunities	\$1,000
<input type="checkbox"/> Cocktail Hour	3 opportunities	\$1,000
<input type="checkbox"/> STAR Bar	3 opportunities	\$1,000
<input type="checkbox"/> Emcee Sponsor - Opportunity to introduce the Emcee and address the audience	1 opportunity	\$1,000
<input type="checkbox"/> Photography Sponsor	2 opportunities	\$750
<input type="checkbox"/> Dessert and coffee	1 opportunity	\$500
<input type="checkbox"/> Program and menu	1 opportunity	\$500

# 2023 ISAE SPONSORSHIP AGREEMENT

Partnership Level	Cash Investment
Platinum Partner	\$10,000+
Gold Partner	\$5,000 - \$9,999
Silver Partner	\$3,000 - \$4,999
Bronze Partner	\$2,000 - \$2,999
Supporting Partner	\$0 - \$1,999

**Important Note:** Please place a check-mark next to each sponsorship selection on pages 5 to 11 and return these pages along with this page (12) to Grant Carpenter at [gcarpenter@isae.org](mailto:gcarpenter@isae.org). Sponsorship selections are not considered official until this agreement is signed by ISAE and returned to the company representative listed below.

ISAE will receive \$\_\_\_\_\_ (cash investment) within 30 days of signed agreement. Once initial sponsorship agreement is received, ISAE staff will follow up about payment.

***If you need to establish a payment schedule, please contact Grant Carpenter.***

Company Name *(as you want it to appear in any advertising)*: \_\_\_\_\_

Representative: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Cancellation Policy:** If you wish to receive a refund for your sponsorship, a written cancellation request must be received by ISAE staff at [info@isae.org](mailto:info@isae.org) no more than thirty (30) days after committing. Refunds will be calculated based on the date the refund request is received:

**Days After Commitment:**      **Percentage of payment that will be refunded:**

0-6      100%

7-14      50%

15-30      25%

31 or more      0%

**Acknowledgement of Cancellation Policy - Initial here:** \_\_\_\_\_

Signature of Company Representative: \_\_\_\_\_ Date: \_\_\_\_\_

*By signing above you agree to the terms of your sponsorship and commit to this sponsorship for 2023.*

Acceptance by ISAE: \_\_\_\_\_ Date: \_\_\_\_\_

*Sponsorships are not confirmed until accepted by ISAE.*

***Thank you for supporting the Indiana Society of Association Executives!***