



## SPONSORSHIP AGREEMENT 2016-2018

Thank you for your support of the Georgia Chapter of the National Kitchen and Bath Association (NKBA). Sponsorship at a NKBA Georgia meeting or event provides an opportunity to introduce our local industry professionals to your showroom, products and services, as well as to special promotions or discounts you may offer members.

### NKBA Georgia Chapter Meeting Agenda

|  |                   |
|--|-------------------|
| NKBA Board Meeting:                        | 3:30 pm – 5:15 pm |
| Registration/Networking:                   | 5:30 pm – 6:30 pm |
| Chapter Meeting Business/Host Introduction |                   |
| Program Presentation:                      | 6:30 pm – 7:45 pm |

### SPONSORSHIP OPPORTUNITIES

#### PREMIER PARTNER SPONSOR (Limited availability) \$3500

- Host ONE Chapter Meeting. (See *Guidelines and Expectations* for hosting details.)
- Industry Tabletop Expos – May and October: Tabletop Participant
- Design Student Expo: Speaker and Lunch Sponsor (October)
- Host ONE Certified Designer Lunch Forum (4 Dates Available)
- Three Raffle Sponsorships (Gift Card or Product \$150 - \$200 value)
- Includes two complimentary passes to regular chapter calendar meetings plus two tickets for the Annual Progressive Christmas Party.

#### **Marketing Features**

- NKBA Newsletter Advertisement - Frequency: Once Size: ½ page
  - Must submit to VP of Communications for promotion in newsletter by deadline.
  - NKBA GA Chapter reserves the right to edit or remove advertisements.
- NKBA Newsletter Event Highlight before and after meeting/event.
- Recognition of sponsor participation through print, digital, social media, NKBA GA Chapter e-blasts (over 2000+), as well as NKBA GA and NKBA National website placement.
- Opportunity to provide attendees with a logo item/literature during above chapter meeting/events.
- We strongly encourage a representative to participate in one of our Committees. Current Committees: Programs, Communication, GA Designer Council, Membership, or Design Student Expo.

#### PATRON SPONSOR (\$500 per event)

- Host ONE Chapter Meeting. (See *Guidelines and Expectations* for hosting details.)
- Two complimentary tickets for the Annual Progressive Christmas Party.
- *Optional*: Provide NKBA Industry Relevant Education Speaker. (CEU / IDEC Approved)
- Host invited to provide Showroom Welcome to Guests prior to meeting presentation.

#### **Marketing Features**

- NKBA Newsletter Advertisement - Frequency: Once Size: ½ page
  - Must submit to VP of Communications for promotion in newsletter by deadline.
  - NKBA GA Chapter reserves the right to edit or remove advertisements.

- NKBA Newsletter Event Highlight before and after meeting/event.
- Recognition of sponsor participation through print, digital, social media, NKBA GA Chapter e-blasts (over 2000+), as well as NKBAGA and NKBA National website placement.

### **CONTRIBUTING SPONSOR (\$500 per event per program)**

CURRENT PROGRAMS: (See *Guidelines and Expectations* for hosting details.)

- NKBA Industry Relevant Education Speaker Sponsor. (CEU / IDEC Approved)
- **OR**, Consumer Outreach Event – Representative/Materials Inclusion
- **OR**, Membership Drive Event
- **OR**, Design Student Expo Sponsor (Section: Speaker or Lunch)
- Two complimentary tickets for one regular chapter calendar meeting.

#### **Marketing Features**

- NKBA Newsletter Advertisement Frequency: Once Size: ¼ page
  - Must submit to VP of Communications for promotion in newsletter by deadline.
  - NKBA GA Chapter reserves the right to edit or remove advertisements.
- Recognition of sponsor participation through print, digital, social media, NKBA GA Chapter e-blasts (over 2000+), as well as NKBAGA and NKBA National website placement.

### **OUTREACH SPONSOR (\$350 per event per program)**

CURRENT PROGRAMS: (See *Guidelines and Expectations* for hosting details.)

- Industry Tabletop Events (\$450)
- **OR**, Consumer Outreach Event – Materials inclusion only
- **OR**, Certified Designer Lunch Forum
- **OR**, Student Outreach for KBIS
- Two complimentary tickets for the supported event.

#### **Marketing Features**

- NKBA Newsletter Advertisement Frequency: Once Size: ¼ page
  - Must submit to VP of Communications for promotion in newsletter by deadline.
  - NKBA GA Chapter reserves the right to edit or remove advertisements.
- Opportunity to provide attendees with a logo item/literature during above chapter meeting/event.
- Recognition of sponsor participation through print, digital, social media, NKBA GA Chapter e-blasts (over 2000+), as well as NKBAGA and NKBA National website placement.

### **RAFFLE SPONSOR (\$150 - \$200 per event)**

- End of chapter meeting raffle drawing for attendees.
- One complimentary ticket for the supported event.

## **GUIDELINES AND EXPECTATIONS FOR EVENT HOSTING AND/OR SPONSORS**

NKBA- GA Chapter requires that hosts and/or sponsors understand and acknowledge the following:

- 1) Do not exclude any person(s) from attending the program; or
- 2) Permit the promotion or advertisement of any product and/or service during the business and educational portion of the meeting, which generally follows registration and networking.

- 3) All **NKBA Industry Relevant Education** topics must be **generic**. Keep in mind that participation in a chapter meeting should in no way constitute approval of or endorsement by the Chapter or the Association of the product, service or firm making the presentation. Educational programs, even if presented by an NKBA member company, must be generic in nature. We strive to provide the most current and relevant information for our membership through speaker and topic quality. All programs should strive to be CEU/IDCEC approved to meet the needs of our membership.
- 4) Hosting a chapter meeting is a **Benefit of Membership**. If you are a Non-Member Company, NKBA allows you to host a chapter meeting one time only in order to see the benefit of membership.
- 5) **Presentation**: An educational session, with a featured speaker, is always a component in NKBA – GA Chapter meetings. The exception is special meetings/events held in place of a standard chapter meeting. Selection of the speaker is the responsibility of NKBA - GA Chapter, but a recommendation and/or assistance attaining a top quality educator is always welcomed. Seating will be required for the business and educational portion of the meeting. Renting additional chairs and/or tables may be required. The business and educational sessions require A/V equipment. The requirements vary based on speaker. NKBA - GA Chapter Contact Person will help determine how best to implement A/V for your meeting. A microphone is usually required. Additional equipment may include: a screen, a slide or LCD projector, flip charts with pens, or an overhead projector. If the host does not have the A/V equipment available, NKBA - GA Chapter will provide the A/V. When using video equipment outside during daylight hours, special accommodations will be necessary to ensure visibility. As hosts, set up and clean-up is your responsibility.
- 6) **Staff**: We highly recommend that your staff wear nametags, and be readily available during the meeting.
- 7) **Attendees**: We normally have about 55-80 people, including the hosts and sponsors. Parking for attendee's cars should be readily accessible. If the meeting is held outside, special accommodations will be required in case of inclement weather. NKBA - GA Chapter Contact Person can provide you a head-count of attendees one week prior to the meeting.
- 8) **Registration Check-in**: At least one table with 2 chairs is required, near your entrance.
- 9) **Food/Beverage**: Food and beverage is provided by the **HOSTING SPONSOR**. Hosts must provide a buffet or heavy appetizers. A typical meeting should include assorted soft drinks, water, wine and beer. For dinner, designate an area that attendees can eat without risk of damage to your equipment or work product.
- 10) **Industry Tabletop Expo**: Sponsor provides the table (max 60"), marketing materials, and supporting representatives for duration of event. (Tables will be provided if available)
- 11) **Certified Designer Lunch Forum**: Held once per quarter. Requires an area conducive to discussion. Lunch provided by host.
- 12) **Outreach Programs**: Membership Drive, Student Outreach for KBIS and Home Shows/Professional Shows are programs created by our chapter to support industry growth. Each specific program flyers contains more detailed information on these events as they are scheduled.

**NKBA GEORGIA CHAPTER MEETING HOST AND/OR SPONSORSHIP AGREEMENT**  
**2016-2018**

Contact person: VP of Programs, Antonette Copeland  
Email address: [programs@nkbaga.org](mailto:programs@nkbaga.org)

\_\_\_\_\_ **PATRON SPONSOR** **\$ 500**  
Chapter Meeting Month: \_\_\_\_\_

\_\_\_\_\_ **SPECIAL EVENT SPONSOR (Specify Event)** **\$ 1000**  
Event: \_\_\_\_\_

\_\_\_\_\_ **PREMIER PARTNER SPONSOR (Limited availability)** **\$ 3,500**  
Chapter Meeting Month: \_\_\_\_\_

\_\_\_\_\_ **CONTRIBUTING SPONSOR (per program)** **\$ 500**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ NKBA Industry Relevant Education Provider  
Consumer Outreach Event – Representative/Materials inclusion  
Membership Drive Event

\_\_\_\_\_ **OUTREACH SPONSOR (per program)** **\$ 350**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ Industry Tabletop EXPO or Cutting Edge Industry Tabletop (\$450)  
Consumer Outreach Event – Materials inclusion only  
Certified Designer Lunch Forum  
Student Outreach for KBIS

\_\_\_\_\_ **RAFFLE SPONSOR (Gift Card/Product)** **\$ 150 - 200**  
Chapter Meeting Month: \_\_\_\_\_

\_\_\_\_\_ **TOTAL COST**

SPONSOR SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

Billing/Event Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip Code \_\_\_\_\_

CONTACT PERSON (Sponsorship Coordination): \_\_\_\_\_

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

CONTACT PERSON (Billing Coordination): \_\_\_\_\_

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

**Check must be received prior to event. Contact Glenda to pay via credit card or mail check to:**

Glenda May- GA Chapter Treasurer  
7742 Spalding Drive #479  
Norcross, GA 30092

Phone: (770) 778-0925  
Fax: (770) 263-0350

e-mail: [ckdmay@comcast.net](mailto:ckdmay@comcast.net) or [treasurer@nkbaga.org](mailto:treasurer@nkbaga.org)

*Please retain a copy of this invoice for your records.*

**I have read this Host and Sponsorship Agreement from NKBA GA Chapter and agree to the terms and conditions outlined.**

\_\_\_\_\_  
**Authorized Representative of Host**

\_\_\_\_\_  
**Date**