



The New Jersey Broadcasters Association is pleased to announce the availability of several sponsorship opportunities for the **NJBA's 72<sup>nd</sup> Annual Conference** celebrating 100 Years of Radio—**Broadcast: A Century of Service**—which will be held June 16<sup>th</sup> and 17<sup>th</sup> at the Tropicana Resort and Casino on the fabulous Boardwalk in Atlantic City!

NJBA's Annual Conferences are occasions to celebrate all things broadcast! Recognizing the overwhelming achievements made in radio over the last 100 years, NJBA will be honoring the leaders of the major national broadcaster groups along with a few very special surprise guests! Station Owners, Top Broadcast Executives, General Managers, On-Air Talent, Programmers, Consultants, Engineers and Industry Thought Leaders will convene for this important conference--and we want you to be a part of the fun!

We expect over 500 attendees including broadcasters and broadcast students from around the region to join us as we celebrate our vibrant and ever growing broadcast industry. Building on past successes, we will highlight the landmark innovations that have energized the radio industry over the last 100 years. The conference will also include programming information and an educational presentation by Nielsen. As in the past, NJBA will be recognizing those in the industry with the very competitive "Best of the Best" Awards!

Last year, the NJBA presented its first-ever Broadcaster of the Year Award to Harry Hurley, one of our leading industry members. Competition for this year's award has already begun!

We invite you to be part of this annual event by selecting one of the many sponsorship opportunities which will promote your message to the most important and influential broadcasters, industry principals, and industry achievers from the Garden State and the nation. We are looking forward to a vibrant Broadcaster Row with live convention broadcasts emanating from our Conference floor, and we will be inducting legendary broadcasters into our NJBA Hall of Fame!

This event promises to be an industry news making event! Please take a moment to review the Sponsorship Opportunities, select the level that best suits your marketing and industry needs, and return to NJBA.

**Take advantage of our early-bird special! A discount of 20% on each sponsorship if form and payment is received by March 31<sup>st</sup>, 2020.**

All sponsors will receive recognition as indicated in the sponsorship category throughout the conference and networking-business building opportunities. All sponsors will also be invited to participate in our Vendor/Sponsor Showcase and receive one reserved display regardless of level of sponsorship.

Thanks again for your continued support. We look forward to hearing from you!

## Sponsorship Opportunities

<b>Premier Conference Name Sponsor</b>	<b>\$25,000</b>	<b>EARLY BIRD \$20,000</b>
<i>Includes 8 full Conference registrations, 8 hotel nights (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup> and at our Opening Super Session on Wednesday June 17<sup>th</sup>; premiere exhibitor display space, abundant signage and continuous name/logo display and mentions at Conference, back cover full page color ad in Program, logo on NJBA Website for 12 months, logo in NJBA weekly Newsletter through 12/31/20, 2 bag inserts, 2 table literature drops at our Celebrity Awards Luncheon, welcome remarks at Opening Reception, logo on conference attendee gift, and 2 additional Vendor Showcase Booths.</i>		
<b>Diamond Marquee Conference Sponsor</b>	<b>\$15,000</b>	<b>\$12,000</b>
<i>Includes 4 full Conference registrations, 4 hotel nights (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup>, signage and mentions at Conference, inside front cover full page color ad in Program, logo on NJBA Website for 6 months, logo in NJBA weekly Newsletter through 12/31/20, 1 bag insert, table literature drop at our Celebrity Awards Luncheon, and 1 Vendor Showcase Booth.</i>		
<b>Gold Marquee Conference Sponsor</b>	<b>\$12,500</b>	<b>\$10,000</b>
<i>Includes 3 full Conference registrations, 3 hotel nights (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup> signage and mentions at Conference, inside back cover full page color ad in Program, logo on NJBA Website for 6 months, logo in NJBA weekly Newsletter through 6/30/20, 1 bag insert, and 1 Vendor Showcase Booth.</i>		
<b>Sponsor Both Keynote and Luncheon (2 available)</b>	<b>\$7,500</b>	<b>\$ 6,000</b>
<i>Your company is featured along with our Celebrity Keynote speaker and you will share the spotlight with the honorees at the luncheon! Includes 2 full Conference registrations, 2 nights hotel (1 night per attending registrant), signage and mentions at the session, half page color ad in Program, 1 bag insert, and 1 Vendor Showcase Booth during Exhibit hours (7:00AM to 4:00PM) plus special tent placement on tables.</i>		
<b>Opening Night Cocktail Reception (3 Available)</b>	<b>\$7,500</b>	<b>\$ 6,000</b>
<i>Help kick off the conference by hosting the fun, food, and fellowship of our greatest New Jersey broadcasters. Includes 2 full Conference registrations, 2 nights hotel (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup>, signage at Reception and at all bars, half page color ad in Program, 1 bag insert, and 1 Vendor Showcase Booth.</i>		
<b>Board of Directors Meeting Sponsor (3 Available)</b>	<b>\$7,500</b>	<b>\$ 6,000</b>
<i>Network with a group of the most powerful broadcasters in our state! Includes 2 full Conference registrations, 2 hotel nights (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup>, signage and mentions at Conference, full page color ad in Program, logo on NJBA Website for 6 months, 1 bag insert, and 1 Vendor Showcase Booth.</i>		
<b>Conference Attendee Premium Gift Sponsor</b>	<b>\$7,500</b>	<b>\$ 6,000</b>
<i>Put your company logo on the attendee gift! Includes 1 full Conference registration, 1 night hotel, signage and mentions at Conference, half page color ad in Program, 1 bag insert.</i>		
<b>Awards Luncheon (2 available)</b>	<b>\$7,000</b>	<b>\$ 5,600</b>
<i>Share the spotlight with this year's honorees! Includes 1 full Conference registration, 1 night hotel, signage and mentions at the Luncheon, your company logo on table cards, half page color ad in Program, 1 bag insert, 1 table literature drop at Luncheon.</i>		
<b>Registration Booth</b>	<b>\$6,500</b>	<b>\$ 5,200</b>
<i>Greet our greatest New Jersey broadcasters. Includes 2 full Conference registrations, 2 night hotel (1 night per attending registrant), Board availability with Sponsor presentation during Board of Directors Meeting on Tuesday June 16<sup>th</sup>, signage at Reception and at all bars, half page color ad in Program, 1 bag insert, and 1 Vendor Showcase Booth.</i>		

<b>Keynote Speaker (2 available)</b>	<b>\$6,000</b>	<b>\$ 4,800</b>
<i>Your company is featured along with our Celebrity Keynote speaker! Includes 1 full Conference registration, 1 night hotel, signage and mentions at the session, half page color ad in Program, 1 bag insert, and 1 Vendor Showcase Booth. Exhibit hours are 7:00AM to 4:00PM.</i>		
<b>Super Session (2 available)</b>	<b>\$6,000</b>	<b>\$ 4,800</b>
<i>Kick off the business end of the Conference! Includes 1 full Conference registration, 1 night hotel, signage and mentions at event, half page color ad in Program, 1 table literature drop and 1 Vendor Showcase Booth.</i>		
<b>Conference Email Blasts (4 Sponsorships available)</b>	<b>\$3,000</b>	<b>\$ 2,400</b>
<i>Your company's logo, brief company description, and click through link will be featured on each weekly E-Blast sent to all NJBA members between May 1<sup>st</sup> and June 30<sup>th</sup>! Also includes 1 full Conference registration, color logo in Program.</i>		
<b>Coffee Break (3 Available)</b>	<b>\$3,000</b>	<b>\$ 2,400</b>
<i>Provide attendees with a break from information sessions, with coffee, cold drinks and a look at your products! Held in the Exhibit Area and includes 1 full Conference registration, signage at the Break, color logo in Program.</i>		
<b>Event Bag Insert</b>	<b>\$2,500</b>	<b>\$ 2,000</b>
<i>Each attendee will receive your literature or promotional item as an insert in their Event Bag. Even if you can't sponsor or exhibit at the Conference, this is a great way to still have a presence there!</i>		
<b>Vendor Showcase Booth</b>	<b>\$2,000</b>	<b>\$ 1,600</b>
<i>Includes 10x10' booth with draped table, 2 chairs, electrical power (10 AMP 120), 1 full Conference Registration, color logo in Program. Larger booth space available, at no extra charge, based on availability and pre-approved by NJBA.</i>		
<b>Hall of Fame Patron</b>	<b>\$2,500</b>	<b>\$ 2,000</b>
<i>Includes 4 full Conference Registrations, 1 night hotel accommodations (for Hall of Fame Honoree only), full page color ad in Program, 4 additional tickets to the Awards Luncheon, special mention at Awards Luncheon at Hall of Fame presentation.</i>		
<b>Hall of Fame Honorable Mention</b>	<b>\$2,000</b>	<b>\$ 1,600</b>
<i>Includes 2 full Conference Registrations, half page color ad in Program, 2 additional tickets to Awards Luncheon, special mention at Awards Luncheon at Hall of Fame presentation.</i>		
<b>Hall of Fame Supporter</b>	<b>\$1,500</b>	<b>\$ 1,200</b>
<i>Includes 2 full Conference Registrations, quarter page color ad in Program and 2 additional tickets to Awards Luncheon.</i>		
<b>Hall of Fame Friend</b>	<b>\$1,250</b>	<b>\$ 1,000</b>
<i>Includes 1 full Conference Registration, Honorable Mention in Program and 1 additional ticket to Awards Lunch</i>		
<b>Conference Program Book Full Color Ads</b>		
Full page: 8.5" w x 10" h with 1/2" margin around	<b>\$1,000</b>	<b>\$800</b>
Half page: 8.5" w x 5" h with 1/2" margin around	<b>\$ 750</b>	<b>\$600</b>
Email camera ready art (600 dpi) no bleeds by May 15, 2020 to: <a href="mailto:protella@njba.com">protella@njba.com</a> and <a href="mailto:ldeon@njba.com">ldeon@njba.com</a>		
<b>Additional Awards Luncheon Ticket for non-registrants (No Discount)</b>		<b>\$125.00</b>

# Sponsorship Application and Payment Information

Select your desired sponsorship opportunity and return completed form to NJBA:

7 Centre Drive, Suite 12  
Monroe Township, NJ 08831

**THIS FORM IS FOR SPONSORSHIP OPPORTUNITIES ONLY. A SEPARATE FORM IS REQUIRED FOR REGISTERING CONFERENCE ATTENDEES.  
Take advantage of our early-bird special! A discount of 20% on each sponsorship if form and payment is received by March 31<sup>st</sup>, 2020.**

<input type="checkbox"/> Premier Conference Sponsor	\$25,000	<input type="checkbox"/> Hall of Fame Patron	\$2,500
<input type="checkbox"/> Diamond Marquee Sponsor	\$15,000	<input type="checkbox"/> Hall of Fame Honorable Mention	\$2,000
<input type="checkbox"/> Gold Marquee Sponsor	\$12,500	<input type="checkbox"/> Hall of Fame Supporter	\$1,500
<input type="checkbox"/> Sponsor Keynote/Luncheon	\$ 7,500	<input type="checkbox"/> Hall of Fame Friend	\$1,250
<input type="checkbox"/> Opening Reception	\$ 7,500	<input type="checkbox"/> Conference Program Book Full Color Ads	
<input type="checkbox"/> Board of Directors Meeting	\$ 7,500	<input type="checkbox"/> Full page	\$1,000
<input type="checkbox"/> Conference Attendee Premium Gift	\$ 7,500	8.5" w x 10" h with 1/2" margin around	
		<input type="checkbox"/> Half page	\$ 750
		8.5" w x 5" h with 1/2" margin around	
<input type="checkbox"/> Awards Luncheon	\$ 7,000		
<input type="checkbox"/> Registration Booth	\$ 6,500		
<input type="checkbox"/> Keynote Speaker	\$ 6,000	<input type="checkbox"/> # Additional Awards Luncheon Ticket	\$ 125
<input type="checkbox"/> Super Session	\$ 6,000	non-registrants/attendees	
<input type="checkbox"/> Conference Email Blasts	\$ 3,000		
<input type="checkbox"/> Coffee Break	\$ 3,000		
<input type="checkbox"/> Event Bag Insert	\$ 2,500		
<input type="checkbox"/> Vendor Showcase Booth	\$ 2,000		

Sponsor/Company Name: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Contact email: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_ Payment Method: Check: \_\_\_\_\_ Credit Card \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CID \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_