



## Sponsorship Opportunities

### **Become a Premier Sponsor**

We are pleased to announce a special sponsorship opportunity, the SBEN Premier Sponsorship. This is a year-round opportunity to build stronger relationships with employee benefits decision-makers. The sponsorship includes:

- Sponsorship of the Annual Educational Conference
- Sponsorship of 2 Regional Employee Benefits Forums
- And high-impact brand visibility on the SBEN home page and special recognition in SBEN communications.

**This sponsorship is valued at more than \$4000.**

### **Annual Educational Conference**

The Annual Educational Conference is expected to attract approximately 100 professionals and is held at a wonderful venue in the general Atlanta area. This includes a day and a half of educational sessions with networking focused around the meals.

### **Regional Forums**

The Regional Forums are expected to attract more than 75 professionals. The format for these events starts with a reception the night before and then a full-day of education and networking opportunities.

# Sponsorship Opportunities with SBEN

## Option One: Premier Sponsorship - \$3,000

**Value = \$4,000+**

All the benefits below are for the Annual Educational Conference, and **TWO** Regional Forums:

- 1 Complimentary Registration to Regional Forums
- 2 Complimentary Registrations to Annual Educational Conference
- 6-foot table top exhibit space at three events
- Access to the Attendee/Registration lists
- Logo/Brand recognition on the Forum and Conference website
- Logo/Brand recognition on the Forum and Conference promotional emails
- Logo/Brand recognition during the Forum and Conference events
- Ad in the Event Guide

You will also receive:

- 2 Complimentary SBEN Memberships (\$550 Value)
- 1 Complimentary Registration the Holiday Educational and Social Event
- Logo/Brand recognition on all SBEN Press Releases
- Logo/Brand Recognition and link to website on the SBEN website
- Social Media Recognition throughout the year on SBEN's Twitter and Linked In accounts
- An advertising banner on one of the Forum or Conference promo emails

**A savings of more than \$1,000!**

## Individual Event Opportunities:

### Option Two: Sponsor Only the Annual Educational Conference - \$2500

- 2 Complimentary Registrations to Annual Educational Conference (\$1,000 Value)
- 6-foot table top exhibit space
- Access to the Attendee/Registration list
- Logo/Brand recognition on the Conference website
- Logo/Brand recognition on some Conference promotional emails
- Logo/Brand recognition during the Forum and Conference events
- Ad in the Annual Conference Guide

### Option Three: Sponsor Only a Regional Forum - \$650 ea.

- 1 Complimentary Forum Registration
- 6-foot table top exhibit space during the Forum
- Access to the Forum registration list
- Logo/Brand recognition on the Forum website
- Logo/Brand recognition on the Forum promotional emails
- Logo/Brand recognition during the Forum

### Option Four: Sponsor Only a Webinar - \$650 ea.

- Complimentary Registrations
- Access to the Forum registration list
- Logo/Brand recognition on the Webinar website
- Logo/Brand recognition on the Webinar promotional emails
- Logo/Brand recognition during the Webinar



## Sponsorship Agreement

The following describes the sponsorship agreement between Southeast Benefits Education Network (SBEN) and Sponsor:

**Sponsor Name:** \_\_\_\_\_

- SBEN will provide Sponsor conference attendee registration lists in excel format. Sponsor agrees to not disclose attendee registration lists to outside parties. **Sponsor agrees not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.**
- SBEN will not incur additional expenses associated with this sponsorship except those required for the promotion and staging of the event.
- SBEN does not assume any responsibility for the protection and safety of sponsor displays, or the protection of property used in connection with the display from theft or damage by any cause.
- In the event of cancellation due to circumstances within its control, the liability of SBEN shall be limited to a refund of your sponsorship fee. In the event of cancellation by sponsor, no refunds will be given unless written notification is provided to SBEN 90 days prior to the conference.
- Sponsor agrees to defend, indemnify and hold harmless SBEN from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys' fees, arising out of or resulting from any act undertaken or committed by Sponsor pursuant to the performance of its obligations under this agreement.
- SBEN will offer the corresponding benefits (listed on page two of this document) with the sponsorship(s) selected, once full-payment is received.
- Please note that with complimentary registrations, a form will be provided to the sponsor, and must be completed by the sponsor.

This shall constitute the entire agreement, and Sponsor agrees to abide and conform to these terms. In the event of fire, strikes or other uncontrollable circumstances, this agreement will not be binding.

**Please indicate which sponsorship you are selecting:**

- **Option One: Premier Sponsorship (VALUED AT \$4,000+) - \$3,000**

Or Individual Sponsorship(s):

- **Option Two: Annual Conference Sponsorship at \$2500**
- Option Three: Sponsor one Regional Forum at \$650 ea.
- Option Four: Sponsor one Webinar at \$650 ea.

**Total for above sponsorships:** \_\_\_\_\_

You agree to pay this amount.

Accepted By:

\_\_\_\_\_  
Sponsor's Authorized Representative

\_\_\_\_\_  
DATE

Please email complete both pages of the agreement and email to [mchappell@sben.org](mailto:mchappell@sben.org)

## Sponsorship Agreement Continued

### **Contact Person**

For questions regarding this sponsorship, SBEN should contact:

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

Title: \_\_\_\_\_

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

### **Secondary Contact:**

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

Title: \_\_\_\_\_

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

### **Please confirm if your company would like to accept the included display table option:**

- - Yes, we plan to use the display table as described in the sponsor agreement.
- - No, we would not like a display table.

### **Payment Method**

**Sponsorship Fee:**    \$ \_\_\_\_\_

Please indicate your method of payment.

- Check enclosed, payable to Southeast Benefits Education Network
- Credit card payment

Card Type:    ▪ VISA            ▪ MC            ▪ AMEX

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name (Please print): \_\_\_\_\_

Signature: \_\_\_\_\_

### **Please complete both pages of this agreement and return to:**

Southeast Benefits Education Network [mchappell@sben.org](mailto:mchappell@sben.org)

Questions? Call SBEN at 404-812-9132

Thank you.