

ANNUAL ASSOCIATE MEMBERSHIP PACKAGES

MEMBERSHIPS/SPONSORSHIPS ARE FOR ONE YEAR AT THE TIME OF PAYMENT

DIAMOND

\$5,500

Marketing:

- 3** - Ad in one of our E-blasts
- 4** - Month-long banner advertisement on EnglishUSA Engage Forum
- 4** - Social Media Posts
- 2** - Logo in EnglishUSA Journal
- 2** - Webinar sponsorship
- 1** - Promotional Webinar

Events:

Virtual Professional Development Conference Sponsor
Annual In-Person Conference Sponsor - Exhibiting and Marketing
Networking Reception, NAFSA Conference Week Sponsor

GOLD

\$3,400

Marketing:

- 2** - Ad in one of our E-blasts
- 3** - Month-long banner advertisement on EnglishUSA Engage Forum
- 3** - Social Media Posts
- 1** - Logo in EnglishUSA Journal
- 1** - Webinar sponsorship

Events:

Virtual Professional Development Conference Sponsor
Annual In-Person Conference Sponsor - Exhibiting and Marketing

SILVER

\$2,400

Marketing:

- 1** - Ad in one of our E-blasts
- 2** - Month-long banner advertisement on EnglishUSA Engage Forum
- 2** - Social Media Posts

Events:

Virtual Professional Development Conference Sponsor
Annual In-Person Conference Sponsor - Marketing Only

BRONZE

\$1300

Marketing:

- 1** - Month-long banner advertisement on EnglishUSA Engage Forum
- 1** - Social Media Posts

Events:

Annual In-Person Conference Sponsor - Marketing Only

ADD-ONS

- Day 1 or Day 2 Breakfast Sponsor - \$1,000 (Annual Conference)
- Day 1 or Day 2 Lunch Sponsor - \$1,300 (Annual Conference)
- Exclusive Reception Sponsor - \$4,000 (Annual Conference)
- EnglishUSA Journal Ads: \$200 for a 1/3 page ad, \$250 for a 1/2 page ad, and \$425 for a full page ad

Purchasable at all levels

NOTE: EnglishUSA works with Association Revenue Partners for ad placement on website

EXPLANATION OF BENEFITS

YOUR GUIDE TO WHAT YOUR BENEFITS MEAN

Ad in one of our E-blasts	Ad in one of our four E-blasts, Weekly Wednesday, per month
Month-long banner advertisement on EnglishUSA Engage Forum	Month-long advertisement on EnglishUSA Engage Forum posts (online member community received daily or digested weekly by over 1200 individuals)
Social Media Posts	Dedicated posts on EnglishUSA social media channels (Facebook page, Instagram, and LinkedIn)
Logo in EnglishUSA Journal	Hyperlinked logo included in the Call for Submissions for the 2x annual digital EnglishUSA Journal followed by logo included in published digital journal
Webinar sponsorship	Logo & URL included on webinar website page & in E-blasts; logo inclusion in presentation slides
Promotional Webinar	Promotion of product or service on 45-minute webinar publicized to community; content determined by Associate with focus on subject matter expertise; promotional webinar stored on public-facing EnglishUSA website (schedule availability based on EnglishUSA monthly webinar series)
Professional Development Conference (PDC) sponsor	Sponsorship includes: <ul style="list-style-type: none"> • Hyperlinked logo in pre- and post-conference emails • Recognition on EnglishUSA social media outlets • Hyperlinked logo on EnglishUSA PDC pages on the website • 1 full conference registration
Annual In-Person Conference Sponsor	Marketing includes: <ul style="list-style-type: none"> • Hyperlinked logo in pre- and post-conference emails • Recognition on EnglishUSA social media outlets • Hyperlinked logo on EnglishUSA Conference pages on the website • Hyperlinked logo on Stakeholders website and multiple session presentation slides Exhibiting includes: <ul style="list-style-type: none"> • 1 full conference registration • Table • Logo inclusion in on-site signage
Networking Reception, NAFSA Conference Week Sponsor	Sponsorship includes: <ul style="list-style-type: none"> • Sponsor networking reception during NAFSA conference • Hyperlinked logo in pre- and post-conference emails and website • Recognition on EnglishUSA social media outlets • Logo inclusion in on-site signage

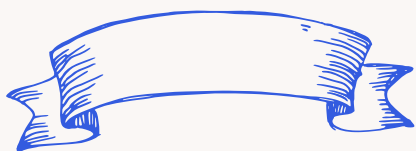
ASSOCIATES GRAPHIC CONTENT GUIDE

ALL GRAPHICS SHOULD BE PROVIDED IN A PNG OR JPG ONLY



E-Blast Advertisement:

- Provide any graphic you desire (no specific size needed)
- Graphics are Encouraged
- Content you would like added
- Url for Graphic to Link to



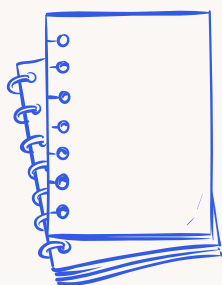
Banner on Engage Community:

- Graphic Provided in both the dimensions:
 - 964(w) x 125(h)
 - 160(w) x 1000(h)
- Url for Graphic to Link to



Social Media Posts:

- Provide a Graphic in an Instagram square size:
 - 1080px by 1080px
- Content you would like added
- Url for Graphic to Link to



Logo in EnglishUSA Journal:

- Provide graphic you desire (no specific size needed)
- Graphics are Encouraged
- Url for Graphic to Link to

EnglishUSA Journal Advertisements (add-on)

- Provide desired graphic for 1/3, 1/2 or full page ad
- Url for Graphic to Link to