



INTERNATIONAL  
SPECIAL EVENTS SOCIETY  

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NEW ENGLAND CHAPTER

## PARTNERSHIP PROGRAM 2015-2016

**ISES is the Principal Association Representing the Creative Events Professional, Globally.**

We are creative event professionals who value creativity, inspiration, teamwork, education and relationships. We create powerful events that influence a number of people, and we are looking forward to a future that has endless opportunities.

ISES New England is proud to have a partnership program that fosters innovative collaborations between members and the chapter. Our partners are our lifeline to creating inspiring events that will educate our members on being the best in the industry. We value the teamwork it takes to bring people together to achieve great things.

The information that follows will educate you on how donating to our monthly events can be beneficial for your business. If you are interested in showcasing your products or services through our chapter please e-mail the Director of Partnerships at [Partnerships@ISESNewEngland.com](mailto:Partnerships@ISESNewEngland.com).

Your continued support of ISES New England is appreciated. We thank you for your generosity throughout the year.

**Follow us!**



**#WeareISES**



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## Why you WANT to Partner with ISES New England

Our industry generates over \$200 billion for the global economy and supports over four million jobs. ISES New England is the premier organization for creative event professionals in Boston and the surrounding areas - we need partners to thrive and develop.

Your business will be front and center at our chapter events and on our website.

Our website is highly trafficked by industry professionals AND businesses and/or individuals looking for qualified event specialists.

Partners will have a direct connect to a network of suppliers, venues and event companies, and will be able to deliver their message to qualified industry buyers.

ISES members across the world are regarded as the very best at what they do, and have created an influential community of event professionals everywhere. Partnering with ISES New England will help you grow locally and beyond.



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# ANNUAL PARTNERS

Our Annual Partners are showcased throughout the year; at every chapter meeting and on the website. They also receive a title sponsorship for one ISES New England event during the chapter year. Annual Partners provide either cash donations or a combination of cash and in-kind services. The cash donation goes towards a variety of scholarships given to members (including attending ISES Live and becoming a CSEP). Annual partners are selected each year by July 31st.

### **2015-2016 Annual Diamond Partner (total package value = 5,700)**

**ISES MEMBERS: \$2,000 (cash) OR \$1,000 (cash) + minimum \$2,500 (in-kind) OR 4 Events+ (in-kind)**

**NON ISES MEMBERS: \$2,500 (cash)\***

- Premiere placement and recognition on all ISES New England related marketing throughout the year, including newsletters, e-blasts and social media - valued at \$750
- Company logo on the ISES New England homepage with click-through link for the ISES calendar year, equivalent to eleven (11) months - valued at \$1,200
- Company logo on our website annual partner showcase page with click-through link for the ISES calendar year, equivalent to eleven (11) months - valued at \$850
- One dedicated e-mail blast to ISES New England members about your business - valued at \$200
- Recognition by ISES New England Leadership at every event (verbal and PowerPoint) - valued at \$250
- Title partnership for one ISES New England event of your choice (based on availability, excluding the Heart and Soul Gala) - valued at \$650
  - 2 additional guest passes to titled partnership event
  - 5 minute spotlight at your chosen titled partnership event with video, slide show or PowerPoint
  - List of attendees with contact information at your titled event
- Three (3) complimentary registrations to ten (10) ISES New England monthly meetings during your annual partner calendar year; excludes the Heart and Soul Gala and any additional special events. - valued at \$1,800

### **2015-2016 Annual Platinum Partner (total package value = \$3,250)**

**ISES MEMBERS: \$1,000 (cash) OR \$500 (cash) + minimum \$1,000 (in-kind) OR 3 Events+ (in-kind)**

**NON ISES MEMBERS: \$1,500 (cash)\***

- Logo placement and recognition on all of ISES New England related marketing throughout the year, including newsletters, e-blasts and social media - valued at \$750
- Company logo on website annual partner showcase page with click-through link for the ISES calendar year, equivalent to eleven (11) months - valued at \$850
- One dedicated e-mail blast to ISES New England members about your business - valued at \$200
- Recognition by ISES New England Leadership at every event (verbal and PowerPoint) - valued at \$250
- Two (2) complimentary registrations to ten (10) ISES New England monthly meetings during your annual partner calendar year; excludes the Heart and Soul Gala and any additional special events - valued at \$1,200

\*One (1) year promotion for non ISES members.



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# VENUE PARTNERS

Each month ISES New England hosts a chapter meeting to promote the special events industry and its network of professionals. Meetings are typically held on the second Tuesday of each month from 5:30pm to 9:00pm and have an average attendance of 90-120 guests. We structure each meeting to include networking time and an educational or teambuilding program.

### **Venue Partners are the back-bone of our monthly events!**

We've held meetings in various types spaces: event venues, welcome centers, museums etc. Being a venue partner gives you the perfect opportunity to promote your space and show event professionals what it would be like to have an event there! Venue partners are one of the highest recognized partners at each and every event.

We ask venue partners to donate the following to our events:

- Event space large enough to accommodate between 90 and 120 guests
- Event space prior to the event for the ISES New England board meeting (10-15 people)
- WiFi access
- Stationed and/or passed appetizers during the networking portions of the event
- Stationed and/or passed desserts
- Hosted bar

We are flexible on our needs and want to promote your space in the best way possible! We recognize that each venue is different and will have certain limitations and we will work with you to create a perfect, unique event at your space.

### **Venue Partners receive the following benefits (total package value = \$3,450):**

- Premiere placement and recognition on all ISES New England related marketing throughout the year including newsletters, e-blasts and social media - valued at \$750
- Company logo on our website partner page with click-through link for eleven (11) months from the date of partnership - valued at \$850
- Recognition as a meeting partner in one (1) e-newsletter and four (4) e-blasts during the event month - valued at \$250
- Title sponsorship at your event - valued at \$750
  - Four complimentary registrations to your sponsored monthly event
  - 5 minute spotlight with video, slide show or PowerPoint
  - Marketing paraphernalia on our sponsorship table
  - List of attendees with contact information from your event
- Recognition by ISES New England Leadership at every event (verbal and PowerPoint) - valued at \$250
- Two (2) complimentary registrations to five (5) ISES New England meetings of your choice within one year of the date of partnership; excludes the Heart and Soul Gala and any additional special events - valued at \$600



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# EVENT IN-KIND PARTNERS

Our Event In-Kind partners are essential to the success of our monthly chapter events. Photography, videography, AV and catering are requested services for almost every meeting, but we love showcasing new products and ideas to our members so let us know how you would like to help!

### Gold Single Event In-Kind Partner (donation value of \$10,000+)

- Logo placement and recognition on all ISES New England related marketing for your event including newsletters, e-blasts and social media - valued at \$500
- Company logo with click-through link on website monthly partner page for (2) months, event month and post event month - valued at \$250
- Recognition by ISES New England Leadership at your event (verbal and PowerPoint) - valued at \$100
- Four (4) complimentary registrations to your partnered monthly event - valued at \$240
- Two (2) complimentary registrations to three (3) ISES New England meetings of your choice within one year of date of partnership; excludes the Heart and Soul Gala and any additional special events - valued at \$360
- List of attendees with contact information from your partnered event - valued at \$50

### Silver Single Event In-Kind Partner (donation value of \$2,500-\$9,999)

- Logo placement and recognition on all ISES New England related marketing for your event including newsletters, e-blasts and social media - valued at \$500
- Company logo with click-through link on website monthly partner page for two (2) months, event month and post event month - valued at \$250
- Recognition by ISES New England Leadership at your event (verbal and PowerPoint) - valued at \$100
- Three (3) complimentary registrations to your partnered monthly event - valued at \$180
- Two (2) complimentary registrations to two (2) ISES New England meetings of your choice within one year of date of partnership; excludes the Heart & Soul Gala and any additional special events - valued at \$240
- List of attendees with contact information from your partnered event - valued at \$50

### Bronze Single Event In-Kind Partner (donation value of \$0-\$2,499)

- Logo placement and recognition on all ISES New England related marketing for your event including newsletters, e-blasts and social media - valued at \$500
- Company logo with click-through link on website monthly partner page for two (2) months, event month and post event month - valued at \$250
- Recognition by ISES New England Leadership at your event (verbal and PowerPoint) - valued at \$100
- Two (2) complimentary registrations to your partnered monthly event - valued at \$120
- List of attendees with contact information from your partnered event - valued at \$50

### Website Partner - (\$50-\$500)

- Website title partner - homepage ad for six months plus ad on one other page - \$500
- Homepage ad on ISES New England website - \$100/month