

# Strategic Business Partner Program Package Options



Below is a sampling of benefits available to our Strategic Business Partners. All partners receive the benefits marked “included,” as well as receive an invitation to APTA’s annual Business Leader Meeting held annually. Choose additional elected benefits based on your partnership level: Gold choose six, Silver choose four, and Bronze choose two.

| <b>Electronic</b>  | <b>Gold \$50,000<br/>Choose 6<br/>Benefits</b> | <b>Silver \$25,000<br/>Choose 4<br/>Benefits</b> | <b>Bronze \$10,000<br/>Choose 2<br/>Benefits</b> |
|--|--|--|--|
| Logo, link, and company description on apta.org  | Included                                       | Included   | Included   |
| “Thank you” to all partners in APTA Annual Report  | Included                                       | Included   | Included   |
| Logo, link, and company description on APTA conference website   | Included                                       | Included   | Included   |
| Two one-month skyscraper banner ads on apta.org  | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| Two placements of a web banner ad in the monthly APTA Magazine “Table of Contents” email blasts to members | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| Two placements of a web banner ad in the APTA Student News email blast (good for recruiters)               | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| Run of site banner ad on ChoosePT.com for three months   | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| One-month header banner ad on APTA Career Center (good for recruiters)                                     | <input type="checkbox"/>                       | <input type="checkbox"/>                         | N/A  |
| 25 job postings on APTA Career Center (good for recruiters)  | <input type="checkbox"/>                       | <input type="checkbox"/>                         | N/A  |
| Quarterly social media posts   | <input type="checkbox"/>                       | <input type="checkbox"/>                         | N/A  |
| Target email to APTA membership, # of names based on level   | <input type="checkbox"/>                       | <input type="checkbox"/>                         | N/A  |
| Retargeted ads from apta.org; # of months based on level   | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| <b>Conference</b>  |  |  |  |
| Recognition on national conference website, and on-site signage at APTA CSM conference                     | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| Special recognition ribbons for staff conference badges at APTA CSM conference                             | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |
| One complimentary 10’x10’ inline exhibit booth at APTA CSM conference                                      | <input type="checkbox"/>                       | <input type="checkbox"/>                         | <input type="checkbox"/>                         |

|  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
| Centennial Series sponsorship (live and virtual APTA head-quarters education sessions); # of sessions depends on level – eight/nine sessions available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Support level sponsorship at APTA CSM conference   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Patron level sponsorship at APTA CSM conference  | <input type="checkbox"/> | <input type="checkbox"/> | N/A                      |
| Support level sponsorship of APTA's Celebration of Diversity Gala  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Patron level sponsorship of APTA's Celebration of Diversity Gala   | <input type="checkbox"/> | <input type="checkbox"/> | N/A                      |
| Ovation level sponsorship of APTA's Celebration of Diversity Gala  | <input type="checkbox"/> | N/A                      | N/A                      |
| One complimentary 20'x20' island booth at APTA CSM conference  | <input type="checkbox"/> | N/A                      | N/A                      |
| Full day of complimentary meeting space for company functions at APTA CSM conference   | <input type="checkbox"/> | N/A                      | N/A                      |
| <b>Print</b>   |                          |                          |                          |
| Subscription to APTA publications and newsletters  | Included                 | Included                 | Included                 |
| Recognition in APTA Magazine ad acknowledging all Strategic Business Partners  | Included                 | Included                 | Included                 |
| Use of APTA name and Strategic Business Partner logo on marketing materials  | Included                 | Included                 | Included                 |
| One full-page ad in APTA Magazine, circulation 95,000  | Included                 | Included                 | <input type="checkbox"/> |
| One-time use of APTA mailing list, up to 58,000 names and addresses  | <input type="checkbox"/> | <input type="checkbox"/> | N/A                      |
| Two-time use of APTA mailing list, up to 58,000 names and addresses each   | <input type="checkbox"/> | N/A                      | N/A                      |
| <b>Research</b>  |                          |                          |                          |
| All-member shared market email survey (1x/year)  | <input type="checkbox"/> | <input type="checkbox"/> | N/A                      |

Contact Judy Lewis at 703-706-3113 or [judylewis@apta.org](mailto:judylewis@apta.org) to develop a custom package just for your company.