## ANNUAL ASSOCIATE MEMBERSHIP PACKAGES

**STARTING JULY 1, 2023**

### MEMBERSHIP:

Associate members are companies or organizations interested in supporting the English language program industry by offering relevant products and services.

### MARKETING:

#### E-BLAST ADVERTISEMENT

Ad in one of our eight (n=8) E-blasts per month (Timely Tuesdays and Feel Good Fridays)

#### BANNER ON ENGAGE COMMUNITY

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)

#### AD IN ENGLISHUSA JOURNAL

Hyperlinked logo included in the Call for Submissions for the 2x annual digital EnglishUSA Journal followed by 1/2-page ad 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)

### EVENTS:

#### PDC - VIRTUAL (ANNUALLY IN FEBRUARY)

Professional Development Conference (PDC) sponsor: inclusion of hyperlinked logo in pre- and post-conference emails; recognition on EnglishUSA social media outlets; inclusion of hyperlinked logo on EnglishUSA PDC pages on the website; one (1) full conference registration included

#### STAKEHOLDERS CONFERENCE (ANNUALLY IN OCTOBER)

**EXHIBIT ON SITE:** One (1) full conference registration and 6-foot table and two chairs for exhibiting on site; additional registrations at member rate

**MARKETING:** Inclusion of hyperlinked logo in pre/post conference emails; recognition on social media outlets; inclusion of hyperlinked logo on Stakeholders website and multiple session presentation slides.

#### NETWORKING RECEPTION, MID-WEEK, NAFSA CONFERENCE

Sponsor networking reception during NAFSA conference: inclusion of hyperlinked logo in pre/post conference emails and website; recognition on social media outlets; logo inclusion in on-site signage

### PRICING:

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>$4,950</td>
<td>$2,925</td>
<td>$1,975</td>
<td>$1,000</td>
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### AVAILABLE AT ALL LEVELS:

**ALSO**

* A LA CARTE OPTIONS FOR PDC & STAKEHOLDERS (additional): Day 1 or Day 2 Breakfast Sponsor: $800; Day 1 or Day 2 Lunch Sponsor: $1,000; Exclusive Reception Sponsor: $3,000