



**2019**

**SPONSORSHIP & MARKETING  
OPPORTUNITIES**

If you have a unique idea that is not listed, please contact us to customize an opportunity that fits your needs. If you are interested in multiple sponsorship and/or advertising opportunities, please contact us about potential bundle opportunities.

Only active NLA members are permitted to sponsor or advertise with the NLA. If you are not an active member, please join or renew now.

**Contact Us:**

For more information or to become a sponsor or advertiser:

Sarah Mercer

NLA Membership & Communications Manager

Ph: (800) 652-7007

Email: [sarah.mercer@limo.org](mailto:sarah.mercer@limo.org)

## Sponsorship Levels

**Diamond**  
\$50,000



**Platinum**  
\$25,000 - \$49,999



**Gold**  
\$15,000 - \$29,999



**Silver**  
\$5,000 - \$14,999



**Bronze**  
\$1,001 - \$4,999



**General**  
\$1,000





<b>YEAR ROUND OPPORTUNITIES</b>		
<b>Sponsorship Opportunities</b>	<b>Exclusivity</b>	<b>Price</b>
<p><b>General Sponsor</b> As a General Sponsor for 2019 you will show others that you are committed to supporting the NLA and its efforts.</p> <ul style="list-style-type: none"> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>	Non-Exclusive	\$1,000
<p><b>NLARide.com</b> NLARide.com is an online search service of the National Limousine Association. To find a limousine or chauffeured transportation, members and the public are encouraged to use this search site. NLARide.com receives an average of 5,000 unique page views and more than 1,300 unique visitors per month.</p> <ul style="list-style-type: none"> <li>• This sponsorship opportunity offers web advertising for one year in the footer or sidebar. This opportunity allows you to display your company's message on the NLARide.com homepage, with additional impressions on every page of the website. Ad will be in rotation with other sponsors' ads and positions are non-exclusive.</li> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>	Non-Exclusive	\$1,500 – Footer  \$1,200 - Sidebar
<p><b>New Member Welcome Kits</b> Every new member receives a welcome kit in the mail from the NLA. This is your chance to help us welcome them to the organization and get your name in front of them as the exclusive sponsor of the welcome kits.</p> <ul style="list-style-type: none"> <li>• Company logo featured on front of New Member Kit folders</li> <li>• Company recognition in all welcome emails to new members</li> <li>• Company flyer in all New Member Kit packets</li> <li>• Sponsorship spotlight email to all NLA members sent by the NLA</li> </ul>	Exclusive	\$5,000

<ul style="list-style-type: none"> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>		
<p><b>2018-2019 Directory of Members</b></p> <p>This print publication may only be printed once a year but this sponsorship opportunity allows your marketing to get into the hands of each NLA member all year long! Stretch those advertising dollars!</p> <ul style="list-style-type: none"> <li>• This EXCLUSIVE sponsorship opportunity offers sponsor's logo to be featured on the cover as well as a Full Page Color Tab ad inside the Directory.</li> <li>• Company flyer in all New Member Kit packets</li> <li>• Sponsorship spotlight email to all NLA members sent by the NLA</li> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>	Exclusive	\$10,000
<p><b>NLA eNews</b></p> <p>NLA eNews, the NLA's electronic newsletter, is distributed bi-weekly to all NLA members. NLA eNews includes upcoming events, member spotlights, industry news, featured items, and more!</p> <ul style="list-style-type: none"> <li>• Sponsorship of NLA eNews includes company logo located in NLA eNews header of each issue with direct link to your company's website.</li> <li>• Company flyer in all New Member Kit packets</li> <li>• Sponsorship spotlight email to all NLA members sent by the NLA</li> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> </ul>	Exclusive	\$15,000

<ul style="list-style-type: none"> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>		
<p><b>Limo.org</b>  The NLA website, limo.org, is the information hub for all things association related and allows members and non-members to gain instant access to important information from the NLA. Limo.org receives an average of 14,000 unique page views and more than 3,000 unique visitors per month.</p> <ul style="list-style-type: none"> <li>• This EXCLUSIVE sponsorship offers run-of-site web banner advertising for one year. This opportunity allows you to display your company's message on the limo.org homepage, with additional impressions on every page of the website.</li> <li>• Company flyer in all New Member Kit packets</li> <li>• Sponsorship spotlight email to all NLA members sent by the NLA</li> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Director of Members in sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>	Exclusive	\$15,000
<p><b>President's Message</b>  This weekly email is sent to all NLA members from the NLA President.</p> <ul style="list-style-type: none"> <li>• Sponsorship of the President's Message includes company logo located in header of each email with direct link to your company's website.</li> <li>• Company flyer in all New Member Kit packets</li> <li>• Sponsorship spotlight email to all NLA members sent by the NLA</li> <li>• Company logo and website link on limo.org</li> <li>• Company logo in 4 NLA News &amp; Views sections of LCT</li> <li>• Company logo in 2019-2020 NLA Directory of Members on sponsor recognition page</li> <li>• Company logo on signage at 2019 International LCT Show</li> <li>• Company logo on signage at 2019 LCT/NLA East Show</li> <li>• Company logo on screen and recognition at 2019 Annual Member Meeting</li> <li>• Company display of "2019 NLA Sponsor" logo</li> </ul>	Exclusive	\$20,000