

In addition to the sponsorships, underwriting and marketing and advertising opportunities listed here, other in-kind and financial sponsorships may be available. To discuss creative marketing opportunities for your company, please call Molly Hodgson Smith, Executive Director at 603.391.8471.

Sponsorships

Spring Conference

The annual Spring Conference explores corporate social responsibility (CSR) as it relates to the workplace, community, and environment. The conference features a prominent, respected thought leader in the world of CSR/Sustainability, a series of educational workshops, CSR/Sustainability discussion circles and plenty of networking. Over 250 business leaders attend. A pre-conference publication featuring the conference and its sponsors in partnership with the NH Business Review is distributed to over 30,000 business professionals.

Sponsorship opportunities range from:

- ✓ Underwriters - \$5,000
- ✓ Leaders - \$3,000
- ✓ Partners - \$2,000
- ✓ Discussion Circles Sponsors- \$1,500
- ✓ Session Sponsors - \$500
- ✓ Exhibitor -\$500
- ✓ Printing Sponsor-Production & printing of promotional pieces
- ✓ Signage Sponsor-Design & printing of event signage
- ✓ Media Sponsor-Create & circulate publicity for the event

Webinar Series

The NHBSR Webinar Series offers NHBSR members an innovative opportunity to publicize CSR best-practices to like-minded businesses in a real-time, interactive forum. Webinars are FREE to NHBSR members. \$25 for non-members. Webinars take place on the second Wednesday of each month at noon. Attendance on webinars is typically over 25 business professionals including, owners, CEO's, and middle/upper management personnel. The Webinar underwriter's corporate logo will appear on the oversized postcard listing the full year of webinar topics sent to 5,000 business professionals, mentioned in all press releases, e-vites and during the audio introduction of each webinar.

- ✓ Annual Underwriter of All Ten Webinars - \$5,000

over

Member Appreciation Social & Annual Meeting

This evening reception in October kicks off the coming year and celebrates progress and accomplishments from the previous year. A short keynote address is delivered by a member company sharing a compelling story of their journey toward sustainability. Speed networking, fine food & drink, local entertainment and great raffle prizes are evening features as well. Sponsors logo is included on; 2,500 invitations, e-vites, and all email reminder correspondence. A company banner is hung at the event. Over 100 business professionals attend. Sponsor may address the audience and distribute literature at the event. Company name is included in all press releases and marketing efforts.

- ✓ Five Sponsors-\$500 each

“Go On Tour” Series

The objective of the "Go On Tour" Series is to help the New Hampshire business community learn and become more excited about being and becoming a socially responsible business. It allows NHBSR member companies the opportunity to highlight specific leadership or change efforts in their business and share socially responsible initiatives and the benefit generated for the company and its stakeholders. Time is allotted for a tour and networking. A “Go On Tour” Host provides light refreshments, staff conducted tours, and space for attendees to network. Typically between 25 and 50 business professionals attend. “Go On Tours” are FREE to NHBSR members. \$25 for non-members.

- ✓ “Go On Tour” Series Sponsorship (4 per year)- \$1,000
- ✓ “Go On Tour” Host – Cost varies according to menu

Cornerstone Award

The NHBSR Cornerstone award is presented to an individual member, a business member, or a member organization that exemplifies the concepts of corporate social responsibility within their organization and promotes the concepts of corporate social responsibility to the greater business community within the State of New Hampshire. The Award Sponsor name and logo are listed in the e-newsletter, on the NHBSR website, on all press releases and invitations, and the sponsor is invited to speak briefly at the event.

- ✓ Award Sponsor-\$2,500

Breakfast With The Best

Each year, Business NH Magazine and NHBSR recognize businesses that have created outstanding company cultures. Companies across the state submit applications extolling their benefits, company cultures, training, educational opportunities and their mission statements in the hopes of being named as one of the Ten ‘Best Companies to Work For’ in NH. A breakfast in February celebrates these companies for being employers of choice and offers attendees an opportunity to learn from their leadership. Attendance exceeds 400 high level management professionals.

Underwriter (2) - \$3,500

Sponsor (4) - \$2,500

New Member Welcome –Quarterly Briefings

New Member Welcome Briefings are held quarterly to introduce new members to the organization and its benefits. Approximately 10-15 attend. Many represent new businesses in the community. As a benefit of sponsoring the briefing, a representative from your company will have the opportunity to welcome new members on behalf of your company. Sponsor's promotional materials will be distributed to each attendee, and sponsor's logo will appear on at least four e-vites per year.

- ✓ **New Member Welcome Sponsor - \$1,000**

Underwriting Opportunities

E-Newsletter

Promote your commitment to the business community and CSR each month, NHBSR sends out an e-newsletter to over 1,000 business contacts. The underwriter's logo with a link to your company website will be prominently featured in each monthly edition.

- ✓ **Monthly E-Newsletter Underwriter - \$3,000 per year (or \$300 per month)**

E-Blasts

Promote your commitment to the business community and CSR each week, through sponsorship of NHBSR's weekly e-blast, sent to over 1,000 business contacts. The sponsor's logo with a link to your company website will be prominently featured in each weekly edition.

- ✓ **Weekly E-blast sponsor - \$10,000 per year (or \$300 per week)**

Membership Folder

The NHBSR Membership Folder is the cornerstone welcoming piece for all new members. All of NHBSR's print collateral is contained within the folder. In addition to welcoming new members, introductory materials are delivered in the folders to prospective members. These folders are distributed to approximately 500 businesses each year. The underwriter will have the opportunity to insert a promotional piece in each folder and a sticker will inform the recipient that the information is presented courtesy of the underwriting company. This opportunity is offered to "Leader/Innovator" Members first.

- ✓ **Membership/Prospect Folder Underwriter - \$5,000 per year**

Marketing & Advertising Opportunities - Coming Soon!

Membership Brochure

This high visibility, comprehensive publication gives potential members an intricate look at NHBSR's programs and services. The Membership Brochure is distributed in all membership folders and is used as a drop piece by members of the ambassador and membership committees to recruit members. Approximately 1,000 membership brochures are distributed throughout the business community each year. The brochure is also available on our website. Your company's logo will be displayed on the front cover of the brochure.

- ✓ Membership Brochure Underwriter - \$5,000 per year

Member to Member Discount Program

Offer fellow members a discount on your products or services through the Member to Member Discount Program. When you join the program, your online Member Directory listing will be updated to include your special member discount offer. To participate, contact the Operational Director, Faith Wilson at info@nhbsr.org or call 369-4768.

Membership Disk

Obtain a list of NHBSR members and their contact information on a disk for only \$250. \$150 is the nonprofit rate.

Membership Mailing Labels

Purchase NHBSR membership labels for only \$150. \$75 is the nonprofit rate.

Membership Mailing List

Obtain a hard copy of the NHBSR members and their contact information for \$100. \$50 is the nonprofit rate.

Membership Folder Inserts

Inserts can be placed in the Membership Folder for \$300 per month. 250 8.5" x 11" flat sheets of paper, without folds or staples must be provided in advance.

Additional Mailings

Are there several people who need to receive NHBSR mailings? Don't hassle with circulating one mailing around the whole office, just sign up for as many additional mailing contacts for FREE with your membership.