



BIA SAN DIEGO 2024

MARKETING PROGRAM



THREE WAYS TO MAXIMIZE MEMBERSHIP

Partnership Program (P2)



Event Sponsorships



Digital Magazine Advertising



2024 BIA SAN DIEGO MARKETING PROGRAM COMMITMENT FORM

Date: _____

Company: _____

Company Contact: _____

Email: _____

Phone: _____

PARTNERSHIP PROGRAM (P2)

Please refer to the Partnership Program (P2) Benefits Matrix, and select preferred benefits amount below:

Industry \$25,000 <input type="checkbox"/>	Diamond \$15,000 <input type="checkbox"/>	Platinum \$10,000 <input type="checkbox"/>	Gold \$7,500 <input type="checkbox"/>	Silver \$5,000 <input type="checkbox"/>	Bronze \$3,000 <input type="checkbox"/>	Copper \$2,000 <input type="checkbox"/>	Iron \$1,000 <input type="checkbox"/>
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EVENT SPONSORSHIPS

This is a tentative list of events.

	Bill now	Bill later	
Installation Dinner (Feb)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$ _____
Meet the Builder (Mar)	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Golf Tournament (Spr/Fall)	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
February Lunch	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Builders & Brewers	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
Taste of BIA	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
ICON Awards	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____

Total Event Sponsorships \$ _____

DIGITAL MAGAZINE ADVERTISING

Rates listed below are PER QUARTER.

	Bill now	Bill later	
Premium ad - Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000
Premium ad - Inside Cover	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000
Display ad - Full Page	<input type="checkbox"/>	<input type="checkbox"/>	\$550
Display ad - 1/2 Page	<input type="checkbox"/>	<input type="checkbox"/>	\$500
Display ad - 1/4 Page	<input type="checkbox"/>	<input type="checkbox"/>	\$375

Q1 ☐ Q2 ☐ Q3 ☐ Q4 ☐

Total Magazine Advertising \$ _____

TOTAL INVESTMENT RECOGNITION

Partnership Program	\$ _____
Event Sponsorships	\$ _____
Magazine Advertising	\$ _____
Total Investment Recognition	\$ _____

(3% credit card processing fee will be applied)

☐ Invoice me:
\$ _____

☐ Full Payment of:
\$ _____

☐ Quarterly installments of:
\$ _____

Quarterly Installments Paid:

1. Jan (or commitment start)
2. April
3. July
4. Oct (balance must be paid)

MC/VISA/AMEX Card No. _____

Company Name _____

Name on Card _____

Expiration Date _____

CC Billing Address _____

City, State and Zip _____

Phone No. _____

Signature Authorization _____

CC Verification Code _____



TOTAL INVESTMENT RECOGNITION:

We will combine all dollars invested into BIA marketing from these three programs and increase your P2 Level of Recognition, which will increase the size of your logo at events and all BIA P2 collateral. Your **original** P2 level will determine your benefits, but your logo will be placed at the higher total level of recognition.



For more information, or to return this form with your choice of commitment, please send to:

Casey Biltucci, Director of Membership & Sponsorships
casey@biasandiego.org
P: (858) 514-7027

These marketing opportunities **DO NOT INCLUDE** your membership dues (invoiced separately).








Partnership Program (P2)

As part of your P2 Commitment, half of your sponsorship dollars come back to you as pre-paid event credits.

This "bank" of credit may be used for registrations for any of our events throughout the year. This aspect minimizes company credit card transactions/expense reports during event registration process.

We do not permit carryover of unused credits, nor can we refund any credits, as those are committed to event production.



BENEFITS	INDUSTRY	DIAMOND	PLATINUM
	\$25,000	\$15,000	\$10,000
 Credits to attend events	CUSTOM	7,500	5,000
 Recognition at events		✓	✓
 VIP early entry to 2024 Meet the Builder event with paid registration		✓	✓
 Company recognized in BIA Printed Directory as P2 sponsor		✓	✓
 Company features or articles in eNewsletter		2	2
 Enhanced Member Profile on BIA website for 2024		✓	✓
 AD in BIA Printed Directory		25% DISCOUNT	15% DISCOUNT

GOLD	SILVER	BRONZE	COPPER	IRON
\$7,500	\$5,000	\$3,000	\$2,000	\$1,000
3,750	2,500	1,500	1,000	500
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
1	1			
✓	✓			