

### **BIA SAN DIEGO 2025**

## **MARKETING PROGRAM**



#### THREE WAYS TO MAXIMIZE MEMBERSHIP



#### Partnership Program (P2)

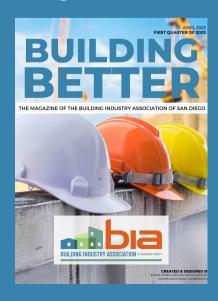




#### **Event Sponsorships**



#### Digital Magazine Advertising



# 2025 BIA SAN DIEGO MARKETING PROGRAM COMMITMENT FORM

	Date:						
Company:	Company Contact:						
Email:	Phone:						
PARTNERSHIP PROGRAM (P2)  Please refer to the Parternership Program (P2) Benefits Matrix, and select preferred benefits amount below:    Industry							
EVENT SPONSORSHIPS  This is a tentative list of events.  Bill Bill Bill now later  Installation Dinner (Feb) \$	DIGITAL MAGAZINE ADVERTISING Rates listed below are PER QUARTER.  Premium ad - Back Cover \$1,000 Premium ad - Inside Cover \$1,000 Display ad - Full Page \$550 Display ad - 1/2 Page \$500 Display ad - 1/4 Page \$375 Q1 Q2 Q3 Q4   Total Magazine Advertising \$						
Partnership Program Event Sponsorships Magazine Advertising Total Investment Re  Invoice me:  \$ MC/VISA/AMEX Card No  Company Name  Full Payment of:  \$ Name on Card  Expiration Date  Quarterly installments of:  \$ CC Billing Address  Quarterly Installments Paid:  1.Jan (or commitment start)	\$						
2.April Phone No 3.July 4.Oct (balance must be paid) Signature Authorization							

#### 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:

Shannon Gaunt, Director of Operations and Membership shannon@biasandiego.org
O: (858) 514-7027 | C: (951) 334-4955

# **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
2	Recognition at events		•	•
S. S	VIP early entry to 2024 Meet the Builder event with paid registration		•	•
ď	Company recognized in BIA Printed Directory as P2 sponsor		•	•
<b>E</b>	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
•	•	•	<b>⊘</b>	•
•	•	•	<b>⊘</b>	•
•	•	<b>⊘</b>	<b>⊘</b>	•
0	0			
•	•			