

"Shine Your Light" 2020 Sponsorship Opportunities



Expand
your
reach

Why Partner with Northeast Public Power Association?

**Over 2,500 electric industry professionals
attend our classes, events, and programs each year!**

Since 1965, NEPPA has been the primary training and advocacy organization for the Public Power industry in the Northeast region. Our membership consists of 78 public power systems serving 732,000 meters and producing over 15 million in MW Sales and providing power for hundreds of thousands of people throughout our six-state region. In addition, our 48 corporate and 129 Associate members help provide valuable information, products and services offering expertise in a wide range of public power needs. Because we value our industry partners and service providers, we have created a new opportunity to expand your reach and impact with members.

To maximize your corporate investment, we invite you to become a **“Shine Your Light”** sponsor.

This new affiliate partnership provides an affordable and easy way to:

- Increase your visibility and impact
- Stretch your marketing dollars
- Secure and build stronger relationships
- Engage in deeper and more meaningful networking

An Eye on the Industry

A focus on industry trends in government, the regulatory process, technology and supply chain management, and offer job postings to further connect you.

Advocate on the local, state, regional, and national levels.

You'll save money on sponsorships, advertising and events allowing for better advance planning to stretch your marketing dollar further.

Expand Your Reach

Highlight your products and services to over 24,000 annual visitors to our website.

Newsline, our e-newsletter reaches over 1,300 power industry professionals each month with an average open rate of 35% and click rate of 30%.

Your business can be front and center to dozens of onsite training and education courses, over 500 @Your Site trainings, and over 340 on-demand courses per year.

We've made it easier than ever to connect you to potential new business with affordable, value packed benefits through a variety of sponsorship levels.

What does partnership include?

Partnership Level & Benefits	Terawatt	Gigawatt	Megawatt	Kilowatt	Watt
Event Recognition & Promotion					
E&O and Customer Service Conference Sponsorship Level	Platinum	Gold	Silver	Bronze	Bronze
Annual Conference Sponsorship Level	Diamond	Platinum	Gold	Silver	Bronze
Lineworker's Rodeo	Platinum	Gold	Silver	Bronze	Bronze
E&O/ CS Conference Exhibit Booth/Table	X	X	50% Off	25% Off	10% Off
Annual Conference Awards Dinner Table Sponsorship	X	X			
Annual Conference Speaker Opportunity	X	X			
Complimentary E&O/ CS Conference Attendees	3	2	1		
Complimentary Annual Conference Attendees (One complimentary attendee is included in Corporate Membership this is a TOTAL figure)	3	2			
Advertising, Marketing & Publicity					
Full Page, Color Ad in E&O/ CS and Annual Conference Programs	X	X			
Half-Page, Color Ad in E&O/ CS and Annual Conference Programs			X	X	
Annual Partner Program Recognition on Webpage	Logo	Logo	Logo	Name	Name
Banner Ad in Newsline	3 Issues	2 Issues	1 Issue		
Company Spotlight in (1) Issue of Newsline	X	X			
List of NEPPA Members and Main Contacts (no email addresses)	X	X	X	X	X
Membership Privileges					
Affiliate: Corporate Membership Dues	X	X			
Affiliate: Associate Membership Dues			X		
Complimentary Use of NEPPA Training Center	X	X	X	X	X
Copies of NEPPA Directory	2 Copies	2 Copies	1 Copy		
VALUE of PARTNERS	\$17,400	\$15,525	\$9,490	\$6,455	\$3,645
COST of PARTNERSHIP	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500

Terawatt Sponsor - \$15,000

Event Recognition & Promotion

- E&O and Customer Service Sponsorship Level – Platinum
- Annual Conference Sponsorship Level – Diamond
- Lineworker's Rodeo – Platinum
- E&O/ CS Conference Exhibit Booth/ Table
- Annual Conference Awards Dinner – Table Sponsorship
- Annual Conference Speaker Opportunity
- Complimentary E&O/ CS Conference Attendees – (3)
- Complimentary Annual Conference Attendees – (3 to include corporate membership)

Advertising, Marketing & Publicity

- Full Page, Color Ad in E&O/ CS and Annual Conference Programs
- Annual Partner Program Recognition on Webpage – Logo
- Banner Ad in Newsline – (3) Issues
- Company Spotlight in (1) Issue of Newsline
- List of NEPPA Members and Main Contacts (no email addresses)

Membership Privileges

- Affiliate: Corporate Membership Dues
- Complimentary Use of NEPPA Training Center
- Copies of NEPPA Directory – (2) Copies

Gigawatt Sponsor - \$10,000

Event Recognition & Promotion

- E&O and Customer Service Conference Sponsorship Level – Gold
- Annual Conference Sponsorship Level – Platinum
- Lineworker's Rodeo – Gold
- E&O/ CS Conference Exhibit Booth/ Table
- Annual Conference Awards Dinner – Table Sponsorship
- Annual Conference Speaker Opportunity
- Complimentary E&O/ CS Conference Attendees – (2)
- Complimentary Annual Conference Attendees – (2 to include corporate membership)

Advertising, Marketing & Publicity

- Full Page, Color Ad in E&O/ CS and Annual Conference Programs
- Annual Partner Program Recognition on Webpage – Logo
- Banner Ad in Newsline – (2) Issues
- Company Spotlight in (1) Issue of Newsline
- List of NEPPA Members and Main Contacts (no email addresses)

Membership Privileges

- Affiliate: Corporate Membership Dues
- Complimentary Use of NEPPA Training Center
- Copies of NEPPA Directory – (2) Copies

Megawatt Sponsor - \$7,500

Event Recognition & Promotion

- E&O and Customer Service Conference Sponsorship Level – Silver
- Annual Conference Sponsorship Level – Gold
- Lineworker's Rodeo – Silver
- E&O/ CS Conference Exhibit Booth/ Table – 50% Off
- Complimentary E&O/ CS Conference Attendees – (1)

Advertising, Marketing & Publicity

- Half-Page, Color Ad in E&O/ CS and Annual Conference Programs
- Annual Partner Program Recognition on Webpage – Logo
- Banner Ad in Newsline – (1) Issues
- List of NEPPA Members and Main Contacts (no email addresses)

Membership Privileges

- Affiliate: Associate Membership Dues
- Complimentary Use of NEPPA Training Center
- Copies of NEPPA Directory – (1) Copies

Kilowatt Sponsor - \$5,000

Event Recognition & Promotion

- E&O and Customer Conference Sponsorship Level – Bronze
- Annual Conference Sponsorship Level – Silver
- Lineworker's Rodeo – Bronze
- E&O/ CS Conference Exhibit Booth/ Table – 25% Off

Advertising, Marketing & Publicity

- Half-Page, Color Ad in E&O/ CS and Annual Conference Programs
- Annual Partner Program Recognition on Webpage – Name
- List of NEPPA Members and Main Contacts (no email addresses)

Membership Privileges

- Complimentary Use of NEPPA Training Center

Watt Sponsor - \$2,500

Event Recognition & Promotion

- E&O and Customer Service Conference Sponsorship Level – Bronze
- Annual Conference Sponsorship Level – Bronze
- Lineworker's Rodeo – Bronze
- E&O/ CS Conference Exhibit Booth/ Table – 10% Off

Advertising, Marketing & Publicity

- Annual Partner Program Recognition on Webpage – Name
- List of NEPPA Members and Main Contacts (no email addresses)

Membership Privileges

- Complimentary Use of NEPPA Training Center