

# Corporate Partner Programs

Relationships  
that Build  
Revenue



# Program Purpose



A corporate partner program allows National Guard leadership to communicate needs and improvements to industry leads to ensure the warfighters have what they need to be successful.



In return, industry provides revenue to the association to host multi-faceted events that provide engagement, professional development, and camaraderie opportunities.

# Building Blocks for Success



Program Basics



Communication is  
Key



Acts of Appreciation

# Program Basics

- Determine your Partner levels
  - Name levels unique to your state to differentiate from other programs
    - Arkansas levels are:
      - Natural (Arkansas is the Natural State)
      - Crystal (mined in Arkansas)
      - Ozark (for the famed Ozark Mountains)
      - Diamond (for the famed Diamond Park)
      - Pinnacle (named for Pinnacle Mountain in Central AR; also denotes Top)



## Partners in Patriotism: Benefits at a Glance

	Natural Partner \$1,200	Crystal Partner \$1,500	Ozark Partner \$2,500	Diamond Partner \$5,000	Pinnacle Partner \$10,000
Logo on NGAA & EAANG Websites	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓
Tickets to PnP Dinner	1	2	2	2	4
Tickets to Conference Banquet	1	2	2	4	6
Ad in Conference Program	Logo only	Logo only	¼ pg	½ pg	Full pg
Exhibit Space at State Conferences	NGAA Conf OR EAANG Conf	NGAA Conf OR EAANG Conf	NGAA Conf; ½ off EAANG Conf	NGAA Conf AND EAANG Conf	NGAA Conf AND EAANG Conf
Discount at other Arkansas exhibitions	✗	\$100 off	\$100 off	50% off	No charge
Meeting w/ Resolutions Committee	✗	✗	✓	✓	✓
2 NGAUS Hotel Rooms & Registrations	✗	✗	✗	✗	✓

# Program Basics

Build a graphic representation of Partnership level benefits



# Program Basics

## Program Registration Form

Make sure it's electronic

Include ad-ons so Partners can make a single payment:

- “Would you like to sponsor our NGAUS Hospitality room for an additional \$500?”
- “Would you like to donate a conference raffle prize?”



**Success Tip: Make sure if you have a Partner dinner, that it is exclusive- do NOT extend the invite to businesses that just exhibit at your conference!**

# Partnership Pathways



# Finding Potential Partners

Those who do business with the National Guard

NGAUS  
Conference  
exhibit hall

NGAUS Industry  
Day

NGEDA  
Conference  
partners

Research who  
your state does  
business with

Those who want to do business with Guard members

Educational institutions, banks, realtors, mortgage brokers, etc.

Employers of traditional National Guard members

Coordinate with ESGR

Survey your membership

## Communication Concepts

- **Regular, consistent communication is a must!**
  - MailChimp or Email Octopus for quarterly updates
  - Follow your Partners on social media
    - Repost items their companies post when relevant to your membership
    - Post thank you messages and tag the company and/or rep
  - Visit Partners at NGAUS
    - Provide delegation a list of Partners with booth # to visit
      - Have priority lists for your command team
      - Schedule to visit Partners WITH your command team
      - Have postcards with your future conference details and QR code for Partner registration

# Acts of Appreciation: Going the Extra Mile

- Easily transportable gifts
  - A full bottle of alcohol is nice but will require a checked bag.
  - Logo'd practical items will bring you to mind with every use.
- Welcome/Thank you snacks at state/NGAUS events
- Recognition for 5, 10, 15 + years of Partnership

**Success Tip: I've hand-written thank you notes to every Partner every year!**