



BMJA Sponsorship Levels

Blue Mountain Jeep Alliance Sponsorship Levels

Sponsorships are based on a calendar year.



PREMIER SPONSORSHIP (\$1000)

Limited to 3 Sponsors

Benefits of Premier Sponsor:

- Banner on BMJA website
- Post Sales and Promotion on BMJA Forum and in Newsletters
- Access to BMJA Member Mail/Email List
- Sponsorship opportunities for all **BMJA Monthly Meetings**
 - Monthly Meeting Sponsor Benefits Include:
 - Ability to set-up a presentation or demonstration area at BMJA Monthly Meeting. (Does not include BMJA Open House, as this is a club event and open to all sponsors.)
 - Promotion of company for up to one month prior to club meeting on BMJA.org site
- Premier Sponsor opportunities for all **BMJA Club events**.
 - Club Event Sponsor Benefits include:
 - Set-up of presentation/demonstration area at Club Event
 - Logo on all promotional materials created for event as the Premier Sponsor.
 - Promotion on BMJA Events forum for up to one month prior to event.

PARTNER SPONSORSHIP (\$500) (\$350 cash, \$150 in gift certificates or merchandise)

Limited to 8 Sponsors

Benefits of Partner Sponsors:

- Banner on BMJA website
- Post Sales and Promotions on BMJA Forum and in Newsletters
- Access to BMJA Member Mail/Email List
- Sponsorship opportunity for one **BMJA Monthly Meeting**
 - Monthly Meeting Sponsor Benefits Include:
 - Ability to set-up a presentation or demonstration area at BMJA Monthly meeting, (Does not include BMJA Open House, as this is open to all sponsors.)
 - Promotion of company for up to one month prior to club meeting on BMJA.org site
- Sponsorship opportunity for one **BMJA Club Event**, (in addition to BMJA Open House)
 - Club Event Sponsor Benefits Include:
 - Set-up of presentation/demonstration area at Club Event
 - Logo on all promotional materials created for event.
 - Promotion on BMJA Events forum for up to one month prior to event.

GENERAL SPONSORSHIP (\$300/Year) (\$200 in cash, \$100 in gift certificates or merchandise)

Unlimited Sponsors

Benefits of General Sponsors:

- Rotating Banner on BMJA.org
- Post Sales and Promotions on BMJA Forum and in Newsletters
- 50% Discount on BMJA Club Event & Monthly Meeting Sponsorships
 - BMJA Open House is included in general sponsor package at no cost.



BMJA Sponsorship Benefits, Opportunities & Guidelines



Below are details on some of the benefits and opportunities included with BMJA Sponsorship packages. NOTE: These are also available to non-sponsoring businesses and can be taken advantage of throughout the calendar year.

CLUB EVENT SPONSORSHIPS: (Valued at \$150 or equivalent donation. ie T-Shirts, food, etc.)
(Included with Premier and Partner Sponsorship Level. See sponsorship levels for details)

This offers a sponsor, or non-sponsor, the opportunity to set up a presentation area at a BMJA Club Event to display merchandise or other promotional materials, including demonstrations. *Additional benefits can include: Logo on all promotional materials developed for the event, including posters, banners, and t-shirts. As well as promotion on a bmja.org forum for up to one month prior to the club event. When applicable.*

(Club Events: February Freeze Out, Open House, August Oink, BMJA on the Rocks, Turkey Fry, and potentially others. Toys for Tots events will not be eligible for sponsorship.)

Club Event Sponsorship Benefits:

- Set-up of presentation/demonstration area at Club Event
- Logo on all promotional materials created for event. Includes, t-shirts, posters, etc.
- Promotion on BMJA Events forum for up to one month prior to event.

MONTHLY CLUB MEETING SPONSORSHIPS: (Valued at \$75)
(Included with Premier and Partner Sponsorship Level. See sponsorship levels for details)

This offers a sponsor, or non-sponsor, the opportunity to set up a presentation area at the monthly BMJA meetings to display merchandise or other promotional materials. (The BMJA House is open to all sponsors, non-sponsoring companies can invest to display at this event.) *Additional benefits include: Promotion of company for up to one month prior to club meeting on bmja.org.*

Monthly Club Meeting Sponsorship Benefits:

- Ability to set-up a presentation or demonstration area at BMJA Monthly meeting
- Promotion of company for up to one month prior to club meeting on BMJA.org site.

BMJA SPONSORSHIP SPECIFICS & GUIDELINES:

- BMJA Sponsorships run on a calendar year Jan 1 – Dec 31.
- Sponsorship Applications are review by the BMJA Board of Directors and will be accepted/approved through a 2/3 majority vote.
- To offer the best return for our sponsors BMJA honors a no-compete sponsorship policy.
- All sponsorship applications received throughout the year will be held for consideration for next year's sponsorship. To be considered for sponsorship for the upcoming year, all applications need to be received by BMJA prior to the last Thursday in December.
- Existing sponsors invested in sponsorship levels with limited numbers have the first right of refusal at time of renewal. Sponsorship renewal will occur b/w Oct-Dec of the preceding year. Renewing sponsors will need to submit applications prior to November 1st to retain first right of refusal privileges.
- Fulfillment of sponsorship obligations must be paid in full by January 31st of the sponsorship year, or sponsor privileges will be forfeited.
- All checks are to be payable to: Blue Mountain Jeep Alliance, and can be sent to:
BMJA • PO Box 568 • Wilkes-Barre • PA • 18703-0568.