



## January is Get Organized Month<sup>SM</sup>

### SPONSOR BENEFITS

#### Public Relations, Recognition and Printed Marketing Initiatives

Overall Benefits: September 2011 – February 2012

- Immediate recognition of sponsorship in social media outlets (Twitter and FaceBook) upon your commitment and continued recognition through February 2012.
- Recognition in eNews Blast to nearly 4,000 NAPO members featuring your company name and logo celebrating your sponsorship during the months of September, October, November, December, January and February.
- NAPO membership mailing address labels for your one-time use to publicize your company's involvement with NAPO as a 2012 Get Organized Month<sup>SM</sup> sponsor.
- Company name and logo on NAPO's Get Organized Month<sup>SM</sup> web page.
- Up to 2,000 made-to-order customer direct mail brochures incorporating either your company name/logo/50 word description or all Get Organized Month<sup>SM</sup> sponsors and their logos.
- NAPO sponsors are provided with NAPO's GO Month<sup>SM</sup> logo to place on your company's website.
- NAPO sponsors are promoted to local chapters via e-blasts and *NAPO News* which is distributed to all membership.

#### Additional Benefits:

December 2011

- Recognition in the January/February 2012 issue of *NAPO News* featuring your company name and logo celebrating your sponsorship.

January 2012

- Your logo prominently featured on NAPO's Get Organized Month<sup>SM</sup> website "Splash page" with a link to your choice of web page and twenty word promotional text.

February 2012

- Recognition in the March/April 2012 issue of *NAPO News* featuring your company name and logo celebrating your sponsorship.

April 2012

- Signage at NAPO's 2012 Annual Conference from April 6-9 featuring your company name and logo.
- Placement into the NAPO Annual Conference Interactive On-Line Conference Program honoring your sponsorship.

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