

It's a New Year and a New NARI

...with New Sponsorship Opportunities



It's a New Year and a New NARI—marked by a new format to 2011 programs. In response to member requests, we have re-designed our events to meet the specific needs of different types of members, and we expect turnout at the events to rise accordingly. Not only will these events provide our 250+ remodeling firm members an opportunity to network with each other, but an opportunity to network with you as well.

Our members are the best in this industry, as well as the rising stars. They are the companies that you want as customers, and when you sponsor, exhibit, or advertise with NARI Metro DC, you will stand out in their eyes. Not only will you get exposure and be able to deliver targeted messages to your prospective customers, you will also show them that you care about the same things they care about, and that goes a long way to building the loyal customers that drive your growth.



Events

Contractor of the Year (CoTY) Awards

Our annual CoTY dinner draws not only the biggest numbers, but also provides you with direct access to the most amazing remodelers and projects in the industry. Our Gold, Silver, and Bronze sponsorships not only include tickets to the event, but offer your company great exposure at the event and online (before, during, and after the Awards Dinner in January 2012) that associate you with the most amazing remodelers and projects in the area. Additionally, Silver Sponsors receive a 1x use of the NARI database (members and prospects) for a mailing of their choice through a 3rd party bonded and insured mail house, and Gold Sponsors receive a 2x use of the database.

Sponsors who sign up early will maximize their exposure with this sponsorship opportunity by gaining visibility on the website and in emails for up to 8 months prior to the event.

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| Gold Sponsorship Fee | \$5,000 |
| Silver Sponsorship Fee | \$2,500 |
| Bronze Sponsorship Fee | \$1,000 |

NARI Networking Dinner Meetings

These meetings are hosted by a NARI member organization that wants to bring remodeling professionals to their showroom for an evening of networking and business building opportunities. It's a perfect opportunity for companies to show off their facility and provide information about their product lines or services. Hosts will provide food and drink and can offer product-specific education at the event. This year's registration fee has been reduced by more than 50% to encourage even higher attendance. We are only planning three of these events in 2011 (February, May, and September). You must submit a proposal to be considered as a Networking Host.

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| Sponsorship Fee | \$4,500 |
| <i>(sponsorship fee plus the cost of food)</i> | |

Events *continued*

NARI Educational Dinner Meetings Leadership Circle Lunches

We are also holding three educational dinner meetings in 2011, with nationally known speakers and content targeted to specific audiences, like business owners, field staff, or sales professionals. Each meeting will offer multiple sessions and include a networking/dinner portion of the evening where members can network and visit exhibitors at their tabletop displays. Gold and Silver sponsors will be recognized in event promotions and online. Additionally, Silver Sponsors will receive a 1x use of the NARI database (members and prospects) for a mailing of their choice through a 3rd party bonded and insured mail house. Gold Sponsors receive a 2x use of the database and a 1-minute video ad on NARI's education page of their website.

The Educational Dinner Meetings will be in June, July and November. *Sponsors who sign up early will maximize their exposure with this sponsorship opportunity by gaining visibility on the website for additional months.*

Gold Sponsorship Fee **\$5,000**
(includes 1 Tabletop at all three events and 2 registrations per event)

Silver Sponsorship Fee **\$2,750**
(includes 1 Tabletop at two events and 1 registrations per event)

Tabletop Fee/Event **\$500**
(includes 1 registration to the educational session)

A new program in 2011, the Leadership Circle Lunches are highly exclusive events. These meetings are strictly for business owners and senior managers of our remodeler members, providing them with the opportunity to learn with and from their peers. We are offering exclusive sponsorships at each of these events (no more than four lunches in 2011) where you can be a part of these high-powered lunch meetings with the best in our industry. Sponsors are the exclusive host of an event, are allowed to give a 5-minute presentation, can place a packet at every seat, and can have two members of their staff attend the lunch. Attendance: estimated to be about 10–25 business owners and executives. Attendees cover their own lunch cost.

Sponsorship Fee

\$2,000
 per event



President's Breakfast Series

Members and prospects are invited to share breakfast, networking, and discuss today's hottest topics with the NARI Metro DC President. There is no sponsorship fee associated with being the host of one of these events—you just provide the refreshments and the space, and we will promote the event. This opportunity is perfect for business partners who don't have the space to hold a Networking Dinner meeting.

Cost: You provide breakfast



Online

Membership Week—May 18-25, 2011

This year, we will be creating a specific part of our website for a targeted “Membership Week” promotion in mid-May. During this week, we will offer webinars, resources and interaction opportunities for member prospects. We will even give them access to our members-only web pages (temporarily) and NARI National has agreed to do the same. We will be designing targeted communications to prospects to drive them to our site during this specific period, and we are offering online sponsorships to companies who want to demonstrate their commitment to growing NARI and raise awareness among remodeling companies who show active interest in joining NARI. While most sponsorship opportunities are targeting exposure to NARI members, this is one that gives you access to the broader market of prospects as well.

Silver Sponsors will receive a button ad on NARI’s “Membership Week” page of the website. Gold Sponsors will receive a 1x use of the database and a 1-minute video ad on NARI’s “Membership Week” page of the website.

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| Gold Sponsor Fee | \$3,000* |
| Silver Sponsor Fee | \$1,500* |

*Discounted rates are available for sponsors who agree to help promote this event.

Web and Email Advertisers

Create visibility for your company with a button or skyscraper advertisement on every single page of the NARI Metro DC website. You choose between exposure on the consumer side of our site, or the professional side of our site, depending on which market you want to reach. We get 1,000 visits per month, with about 5,000 page views, and this is a great opportunity to increase your visibility with these potential customers.

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| Rates |
| \$250 per month, per side |
| \$200 per month (25% discount) when committing to three months. |

NARI Metro DC also produces two different e-newsletters. *Plane Talk*, our monthly e-newsletter goes out to nearly 1,000 individuals in our member companies and is their primary source for NARI information and educational resources. For \$150 per month you can have a presence in that newsletter (or only \$75 per month if you also have a button on the website).

In the second half of 2011 we will be launching an e-newsletter for consumers and will eventually offer advertising there as well.

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| Ad sizes |
| Button 125 x 125 pixels |



Directory Profile Upgrades

When remodelers need products and services, they go to the NARI online directory, and you get to decide what they see when they find your company’s listing. You can add a logo, description, or even photos of your facility so potential customers can better understand the level of service you can provide them. You can also pay for specific specialty listings that make it easier for your customers to find you when searching online.

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| Gold Upgrade | \$600 per year |
| Silver Upgrade | \$400 per year |
| Bronze Upgrade | \$200 per year |
| Extra Specialties <i>(the first is free with your NARI Membership)</i> | \$30 each |

PLANE TALK lined up with success
 NARI Metro DC Member Newsletter
 February 2011

TW Perry 3rd Annual Green Building Workshop
 March 17, 2011

GREEN BUILDING WARRIOR
 2011

What you want, when you want it
 DOMINION

SAVE \$4
 HINT: SAVE \$4
 ON EVERY PURCHASE OF \$25 OR MORE

Print Ads

Remodeling Today Magazine

NARI Metro DC publishes *Remodeling Today* Magazine twice a year, which is distributed to over 60,000 consumers in the Metro DC area and all members. It includes consumer-focused articles, information about NARI and also serves as our printed membership directory. Plus, members have the option to enhance their membership listing with logos, photos, descriptions, and extra specialties. The magazine offers an outstanding advertising opportunity for members with ad sizes ranging from 1/6 to a full page. Contact us for a current rate sheet.



Customized Sponsorship Packages

We can customize a sponsorship/advertising package to meet your marketing goals. Contact us for more information.

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