|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Silver | Gold | Platinum | Elite | Founder |
| Price Floors | $3,500 | $7,500 | $25,000 | $100,000 |  |
|  |  |  |  |  |  |
| Association Newsletter Mention | X | X | X | X |  |
| Web Logo | Small | Medium | Large | Large |  |
| Reciprocal Links |  | X | X | X |  |
| Made Possible By… (meetings)4mts/yr |  | X | X | X |  |
| Showcase…on page (4 videos)  |  |  | X | X |  |
| Sponsored by (inside videos) |  | X | X | X |  |
| Sponsor in-person events/conferences |  |  | X | X |  |
| Founder’s badge/logo |  |  |  |  | X |
| Dedicated blurb and link provided on logo page (website) |  |  | X | X | X |
| Quarterly email blast promoting NSITSP | X | X | X | X |  |
| 10 min speaking time and booth at conference | X | X | X | X |  |
| membership price lock in for year 2 w/ 2 year commitment |  |  |  |  | X |
| Participation Awards (recognition for vendor promotions) | X | X | X | X |  |

**Suggestions from board:**

* Add a ceiling to the levels
* Create a new 501(c)(3) and have the sponsor monies go to it for continuing education/helping MSPs
* Don't tag everything, ie, don’t put Datto’s and CW’s name all over everything
* Sell on value to the community as a whole and not on what the vendor gets in return
* Webpage that generally mentions sponsors, ie, Silver sponsors are…Gold sponsors are…etc

**What we would like to see from sponsors:**

* Participate in cobranding on website and social media
* Provide space at tradeshows

# New ideas – February

**Main question: Are we an entity whose primary income is derived from paid membership -OR- paid vendor partners?**

**Ideas:**

* Use the word “partner” vs “sponsor”. Maybe “vendor partner”?
* Tiered membership should be based on MSP size
* Vendors are either: 1. Paid Professional Member or 2. Paid Vendor Partner
* Can vendor partners “pay” with services as well as cash?
* Wait until we get the budget numbers in before making any major changes/decisions

**Concerns:**

* Money tucked into 501(c)(3) entity is not readily available to the c(6) entity
* $100 membership fee not enough to fund what we need in 2022
* We need a boost of $ this year to get started and we’ve already set the membership level at $100, so vendor partners are needed.

**Possible scenarios:**

* In 2022 ONLY, offer a $10,000 vendor partnership/founders badge. In 2023, move membership to tiered dues based on size/revenue. Vendor partnerships now are a flat-fee member level of $X where x could be 100/500/something small. Thus, our income tips from being “vendor-based” to “member-based”