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## PENC Powerful Partners Program Affiliate Partnership

### About PENC:

Professional Engineers of North Carolina is a professional society committed to protecting the public health, safety and welfare through the practice of ethical and licensed engineering. Our members achieve this goal by presenting a strong engineering voice in the community and the legislature. Some fast facts and figures about PENC include:

- There are over 1700 members in our state society and over 40,000 in the national organization, National Society of Professional Engineers. Despite the economic downturn of the past year, our membership has grown.
- PENC membership is open to all technical disciplines and all practice areas including construction, government, higher education, industry and private practice.
- Over two thirds of PENC members are professional engineers who own and operate their own small business.
- In a recent survey conducted, our members indicated interest in insurance (both professional and health), cell phone services, document services, financial advising, accounting, marketing, IT services, and software.

### The Affiliate Partnership:

The Affiliate Partnership is for companies that do business with engineers and engineering companies but do not typically employ them. Those who will benefit the most from this program are vendors who wish to gain exposure among engineers (members and non-members) who use our services. By offering numerous opportunities for sponsorships and advertising, an Affiliate partnership will allow your company to cultivate more clients and business within the engineering community.

There are several options that your company may choose to pursue, each of which is detailed in the following chart. Please keep in mind that this chart is a brief outline of benefits and we encourage you to contact us for more information about the value each membership level holds.

We look forward to working with you in the future!

**ADVERTISING OPPORTUNITIES:** Advertising opportunities will allow you to reach your target audience in multiple ways throughout the year.

Benefit:	PLATINUM PARTNER - \$1500	GOLD PARTNER - \$1000	SILVER PARTNER - \$500
Advertising on the <a href="#">PENC website homepage</a> with link to company website	<b>FREE</b> 30 day Banner Ad on PENC's homepage 25% discount on additional ads Value: \$300+	<b>FREE</b> 15-day Banner ad on PENC's homepage 15% discount on additional ads Value: \$150+	<b>FREE</b> 15-day sidebar ad on PENC's homepage 15% discount on additional ads Value: \$25+
Advertising in PENC's digital quarterly magazine <a href="#">the Professional Engineer</a>	<b>TWO FREE</b> insertions of a quarter page color ad 20% discount on all other ads Value: \$530+	<b>ONE FREE</b> insertion of a quarter page color ad 20% discount on all other ads Value: \$265+	20% discount on all advertising Value: \$100+
Advertising in the <a href="#">PENC Member Newsletter</a>	<b>FREE</b> banner ad in one month of the newsletter Value: \$150+	<b>FREE</b> sidebar ad in one month of the newsletter Value: \$75+	<b>FREE</b> text ad in one month of the newsletter Value: \$40+
Advertising in <a href="#">PENC Chapter newsletters</a> (9/month) distributed statewide	<b>•FREE</b> banner ad in one month of chapter newsletters Value: \$150+	<b>FREE</b> sidebar ad in one month of the newsletter Value: \$75+	<b>FREE</b> text ad in one month of the newsletter Value: \$40+

**All Affiliate Partners will enjoy the following advertising opportunities:**

- **FREE** Company listing in PENC's online [Buyer's Guide](#). (Total Value: \$100)
- Exclusive listing on the [Member Benefits](#) page of the PENC website (Total Value: \$100)

**SPONSORSHIP OPPORTUNITIES:** Sponsorship opportunities will provide extensive exposure for your company at various PENC events.

<b>Benefit:</b>	<b>PLATINUM PARTNER - \$1500</b>	<b>GOLD PARTNER - \$1000</b>	<b>SILVER PARTNER - \$500</b>
<b>Sponsorship of PENC statewide Professional Development conferences</b> <i>- Ask us what this includes!</i>	<b>FREE</b> Luncheon sponsorship at one conference during the year.  20% discount on any additional sponsorships  <b>Value: \$500+</b>	<b>FREE</b> Break sponsorship at one conference during the year  15% discount on additional sponsorships  <b>Value: \$350+</b>	<b>FREE</b> Continental Breakfast sponsorship at one conference during the year that includes:  10% discount on additional sponsorships  <b>Value:\$200+</b>
<b>Sponsorship of <u>PENC Brown Bag Webinars</u> (12/year)</b> <i>-Ask us what this includes!</i>	<b>FREE <u>Gold level sponsorship of one Brown Bag Webinar</u></b>  20% discount on additional sponsorships  <b>Value: \$100+</b>	<b>FREE <u>Silver level sponsorship of one Brown Bag Webinar</u></b>  15% discount on additional sponsorships  <b>Value: \$50+</b>	<b>FREE <u>Bronze level sponsorship of one Brown Bag Webinar</u></b>  10% discount on additional sponsorships  <b>Value: \$25+</b>
<b>Sponsorship of one monthly chapter meeting (9/year for each chapter)</b> <i>-Ask us what this includes!</i>	<b>FREE</b> sponsorship of three chapter meetings a year  <b>Value: \$1000</b>	<b>FREE</b> sponsorship of two chapter meetings a year  <b>Value: \$750</b>	<b>FREE</b> sponsorship of one chapter meeting a year  <b>Value: \$500+</b>

**TOTAL RETURN ON INVESTMENT:**

<b>TOTAL VALUE:</b>	<b>\$2930+</b>	<b>\$1915+</b>	<b>\$1,130.00</b>
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PENC also offers an Affinity option for companies that are interested in that sort of relationship. Under this relationship, PENC would offer your company the benefits detailed above in exchange for a percentage of the business you gain from our membership. Because the Affinity relationships do not require an annual fee, the percentage commission and included benefits will be negotiated on a case-by-case basis. If you would like to speak with PENC about setting a relationship like this up, please contact the Director of Membership, Katie Larsson at [klarsson@penc.org](mailto:klarsson@penc.org) or 919-834-1144 ext. 2.