
PENC Powerful Partners Program Sustaining Partner Levels

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. There are over 1700 members in our state society and over 40,000 in the national organization, National Society of Professional Engineers. PENC membership is open to all technical disciplines and all practice areas including construction, government, higher education, industry and private practice. PENC is an active advocate of the engineering community, and our contribution to the engineering community is evident in the following ways:

- As a NC Licensing Board approved sponsor of continuing education, PENC offers a wide variety of carefully vetted seminars that help engineers fulfill their professional development obligations
- Interactions at local and statewide PENC events allow our members to cultivate the business contacts that lead to project referrals, contracts, and lifelong friendships.
- By working closely with the Licensing Board, monitoring legislative activity, and supporting the bipartisan Engineers PAC of North Carolina, PENC defends the engineer's scope of practice and helps to protect the public health, safety and welfare.
- PENC's leadership opportunities at the chapter, state and national levels provide hands-on training for engineers.
- To prepare for 21st century engineering challenges, PENC supports K-12 education outreach programs like MATHCOUNTS and Future City that encourage students to pursue careers in engineering.

Sustaining Partner Program:

The Sustaining Partnership is for companies that want to support PENC through sponsorships and financial contributions that are not tied to memberships.* Membership in the Sustaining Partner program can range from \$500 up to \$3,000 and the levels and correlating benefits are outlined in the following chart.

**PENC does have a program in which companies can become Enterprise Partners with PENC by joining a certain number of employees. This partnership allows your company to demonstrate your support of PENC's mission while also allowing your engineers to benefit from PENC membership. And, all employees of Enterprise Partners receive a 10% discount on membership. For more information about establishing an Enterprise Partnership with PENC, contact Betsy Bailey today at bbailey@penc.org or 919/834-1144.*

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

Benefit:	PLATINUM PARTNER - \$3000	GOLD PARTNER - \$1000	SILVER PARTNER - \$500
Advertising on the PENC website homepage with link to company website	FREE 30 day Banner Ad on PENC's homepage 25% discount on additional ads Value: \$300+	FREE 15-day Banner ad on PENC's homepage 15% discount on additional ads Value: \$150+	FREE 15-day sidebar ad on PENC's homepage 15% discount on additional ads Value: \$25+
Advertising in PENC's digital quarterly magazine the Professional Engineer	FOUR FREE insertions of a quarter page color ad 20% discount on all other ads Value: \$1000	ONE FREE insertion of a quarter page color ad 20% discount on all other ads Value: \$265	20% discount on all advertising Value:\$50-\$300
Advertising in the PENC Member Newsletter	FREE banner ad in one month of the newsletter Value: \$150+	FREE sidebar ad in one month of the newsletter Value: \$75+	FREE text ad in one month of the newsletter Value: \$40+
Advertising in Online Buyer's Guide	FREE Company listing Value: \$100	FREE Company listing Value: \$100	FREE Company listing Value: \$100

DISCOUNTS: Sustaining Friends will enjoy several special discounts on PENC services and offerings.

Benefit:	PLATINUM PARTNER - \$3000	GOLD PARTNER - \$1000	SILVER PARTNER - \$500
Discount on event registration for employees who are members of PENC	10% discount on all statewide event registrations Value: \$100-\$500	10% discount on all statewide event registrations Value: \$100-\$500	None
Discount on position available ads posted on PENC Career Center	20% discount on position available ad postings Value: \$60-\$500++	20% discount on position available ad postings Value: \$60-\$500++	20% discount on position available ad postings Value: \$60-\$500++

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

Benefit:	PLATINUM PARTNER - \$3000	GOLD PARTNER - \$1000	SILVER PARTNER - \$500
Sponsorship of PENC statewide Professional Development conferences <i>- Ask us what this includes!</i>	Discount of \$500 on any lunch or dinner sponsorship at one conference during the year. Value: \$500	Discount of \$250 on any lunch or dinner sponsorship at one conference during the year. Value: \$250+	\$100 credit towards any sponsorship opportunity. Value: \$100
Sponsorship of PENC Brown Bag Webinars (12/year) <i>-Ask us what this includes!</i>	FREE Gold level sponsorship of one Brown Bag Webinar 20% discount on additional sponsorships Value: \$100+	FREE Silver level sponsorship of one Brown Bag Webinar 15% discount on additional sponsorships Value: \$50+	FREE Bronze level sponsorship of one Brown Bag Webinar 10% discount on additional sponsorships Value: \$25+

RECOGNITION:

Benefit:	PLATINUM PARTNER - \$3000	GOLD PARTNER - \$1000	SILVER PARTNER - \$500
Recognition at PENC Events	Signage at Annual Conference (this is separate from sponsorship sign) \$500	Signage at Annual Conference (this is separate from sponsorship sign) \$500	Signage at Annual Conference (this is separate from sponsorship sign) \$500
Recognition in Magazine	Listing on P3 Partnership Page in Magazine (separate from advertising discounts) \$130	Listing on P3 Partnership Page in Magazine (separate from advertising discounts) \$130	Listing on P3 Partnership Page in Magazine (separate from advertising discounts) \$130
Recognition on PENC Website	Logo permanently displayed on homepage of website (separate from advertising on homepage) \$500	Logo permanently displayed on homepage of website (separate from advertising on homepage) \$500	None

TOTAL RETURN ON INVESTMENT:

TOTAL VALUE:	\$ 4,280.00	\$3,020.00	\$1,720.00
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