

# Connections to Small Business



Media Kit With Integrated Marketing Opportunities

The National Small Business Association (NSBA) provides an environment across the country by reaching 150,000 entrepreneurs regularly so they may come together and share their experiences. Small-business owners, government officials, and industry experts exchange knowledge and information through events and programming, the e-newsletter, The Weekly Advocate, nsba.biz and our other various related websites, and NSBA social networking pages on Facebook, LinkedIn and Twitter.

The Weekly Advocate provides the most up-to-date information on key policy issues facing small-business owners across the country. Providing NSBA members and subscribers with real-time policy updates and inside-the-beltway analysis translates into a more active and engaged small-business community.

In addition the NSBA's core website, [www.nsba.biz](http://www.nsba.biz), NSBA offers myriad targeted sites aimed at the specific needs of our community.

In addition to the main website [www.nsba.biz](http://www.nsba.biz), NSBA offers targeted websites aimed at the specific needs of our community. From Health Reform <http://healthreformtoday.org> to 70 Million Strong [www.nsba.biz/vote](http://www.nsba.biz/vote). NSBA offers open-source information for anyone interested in the issues that matter most for small business

NSBA print, emailed and on-line content is driven by our members. Collecting data from our various surveys and interaction with our members, NSBA editors and writers research the defined member needs and deliver content to elevate the conversation to levels that ensure the growth and prosperity of America's small business owners.

In addition, NSBA boasts three highly-regarded councils that specialize in key small-business areas: technology and exporting as well as an invitation-only leadership group. The Small Business Technology Council [www.sbtc.org](http://www.sbtc.org) and Small Business Exporters Association [www.sbea.org](http://www.sbea.org) are Washington, DC based groups with a high level of expertise in their industries, and offer high-tech firms and small and mid-sized exporters a targeted outlet to promote their issues. NSBA's Leadership Council is an invitation-only grassroots group of individuals who have a relationship or a desire to work with their Members of Congress as an advocate on small-business issues.

NSBA is the nation's oldest small-business advocacy organization. The organization boasts members in each of the United States, Virgin Islands, Guam and Puerto Rico. Through its member organizations, NSBA reaches more than 150,000 small-business owners. Small-business advocacy remains the driving force behind NSBA. The organization is mindful that the best advocates for small business are the owners themselves, who devote their lives to make their businesses, employees, communications, and their nation a better place.

NSBA is a volunteer-led association. Our primary purpose is to advocate for federal policies that are beneficial to small business and promote the growth of free enterprise. A uniquely non-partisan, member driven organization, NSBA members set our policy and take a very active role in pursuing policies in line with our top priorities which are crafted and voted on by the membership.

NSBA links suppliers with the largest network of small-business owners in the country, creating an abundance of buying power. With a network that reaches over 150,000 small businesses in every state, NSBA stands behind its promise to bring value to our sponsors, partners and members.

NSBA’s membership is as diverse as the small business field. Members include carpenters, consultants, farmers, manufacturers, retailers, grocers, designers, doctors, lawyers, accountants and concerned citizens who believe in the free enterprise system. NSBA’s members also include state and regional small business affiliated groups such as Council of Smaller Enterprises (COSE) in Cleveland, SMC Business Council in Pittsburgh, Small Business Association of Michigan (SBAM), Denver Metro Chamber of Commerce , Arizona Small Business Association , Small Business Association of New England (SBANE), Association of Commerce & Industry (ACI) in New Mexico, Asheville Area Chamber of Commerce in North Carolina, Small Business Advocacy Council (SBAC) in Chicago, and Small Business California.

### Number of Employees

0-4	55%
5-9	15%
10-19	12%
20-99	13%
100+	4%

### Annual Revenue

\$0 – \$250,000	35%
\$250K – \$500K	13%
\$500K – \$1M	11%
\$1M – \$5M	22%
\$5M – \$25M	11%
\$25M +	4%

### Regions

New England	5%
Mid-Atlantic	19%
Great Lakes	17%
Farm Belt	6%
South	26%
Mountain	13%
Pacific	14%

Construction	12%
Manufacturing	12%
Other Services (Except Public Administration)	11%
Professional	10%
Scientific and Technical Services	9%
Health Care and Social Assistance	9%
Information (IT)	6%
Retail Trade	6%
Agriculture, Forestry, Fishing and Hunting	5%
Transportation and Warehousing	3%
Arts, Entertainment and Recreation	2%
Real Estate, Rental and Leasing	2%
Accommodation and Food Services	2%
Utilities	1%
Management of Companies and Enterprises	1%
Financer	1%
Administration and Support	1%
Insurance	1%
Public Administration	1%
Waste Management & Remediation Services	1%

**“NSBA is the best, most timely and relevant source of information on small-business issues.”**

*Rob Fowler, President and CEO*

*Small Business Association of Michigan (SBAM)*

NSBA’s Corporate Partnership Program creates relationships with corporations and organizations that complement NSBA and its’ membership needs. The Corporate Partnership Program provides a great opportunity for developing new strategic alliances with NSBA that help our small-business members receive added benefits in the area of business operations, financing, production and professional development from the services provided exclusively by Corporate Partners.

As the nation’s oldest small-business advocacy organization, NSBA has become a valuable and trusted source among America’s small-business owners. Our Corporate Partners benefit from this relationship through increased recognition and press mentions from the various sponsorship/partnership opportunities available.

NSBA affords your company the opportunity to market products and services to more than 150,000 small-business owners through our extensive database, email directory and affiliate membership programs. NSBA’s Small Business Exporters Association (SBEA) and the Small Business Technology Council (SBTC), also offer Corporate Partnerships for those looking for a more specific group with which to partner.

<b>Benefit</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Annual Subscription</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>
NSBA Website Banner and Square Ad Loop	Best Visibility	Average Visibility	Below Average Visibility
Weekly Advocate Skyscraper ad	8	4	2
Weekly Advocate Article	3	2	1
NSBA Mailing/Email	3	2	1
Webinar/Teleconference (includes email announcement)	2	1	0
NSBA Corporate Partnership Web Sticker	✓	✓	✓
Website listing Corporate Partners/Member Benefits Pages	✓	✓	✓
Ability to participate in one issue area quarterly call	Yes	No	No
Social Media posts surrounding particular campaign on all 3 of NSBA’s social media channels	6	2	1
<b>NSBA Meetings</b>			
Registrations for Washington Presentation or biennial Small Business Congress	3	2	1
Signage at Meetings	✓	✓	✓
Preferred status for sponsorship opportunities	✓	✓	✓

In addition to our Corporate Partnership programs, NSBA offers long-lasting benefits and return on investment for our sponsors of specific events. By positioning our sponsor in the marketplace with NSBA members, we can deliver a unique interaction between sponsors and their target clients – small business owners. NSBA will work with our corporate sponsors to identify the best choice for the highest return on investment.

Are you looking for a way to increase brand awareness; network with the leaders of the small-business community; and strategically allocate your marketing dollars? If so, serving as a sponsor during NSBA’s annual Washington Presentation and Biennial Small Business Congress is a perfect opportunity for your organization. We also offer the opportunity to sponsor one of our highly-regarded NSBA small-business surveys or our quarterly, member-focused Issue Briefings.

Your organization will receive both tangible and intangible benefits from each NSBA sponsorship opportunity.

## Washington Presentation

The Washington Presentation is a must attend event for anyone who wishes to gain insightful perspective of the latest trends and risks currently facing the small-business community. NSBA members from across the country fly to Washington, DC to hear from policy insiders, meet with their lawmakers and members of the Administration. This translates into direct exposure and networking opportunities for you with key decision makers.

To view the current Washington Presentation Prospectus: <http://nsba.biz/wp/wp-content/uploads/2017/04/Sponsorship-Prospectus-2017-Washington-Presentation.1.pdf>

## Bi-annual Small Business Congress

The Small Business Congress is an intensive, high-level event for business owners to learn about and debate the key issues facing the small-business community. Held at the beginning of each new session of Congress, the Small Business Congress provides our members with the opportunity to vote on top priorities for NSBA to focus on the next two years. For our Corporate Partners looking for that opportunity to really meet and get to know the decision makers of the small-business community, this is an event you don’t want to miss.

The Small Business Congress offers up expert speakers throughout the several days and enables business owners and our sponsors the opportunity to really delve into the issues and gain a detailed understanding of the challenges facing small business.

To view the Small Business Congress Prospectus for 2017. <http://www.nsba.biz/wp-content/uploads/2016/11/SBC-2017-Prospectus.pdf>. The 2019 Small Business Congress Prospectus will be available mid-2018.

Throughout the year, NSBA conducts various surveys of our membership as part of NSBA's mission to address the needs and represent the concerns of the small-business community. Among those are two NSBA Economic Reports, the Mid-Year Economic Report released late-July, and Year-End Economic Report released late-January. Additionally, NSBA conducts targeted surveys such as Taxation, Regulations, Health Care, Exporting and much more.

- Sponsor will be allowed up to five supplemental questions for inclusion in the survey, pending approval of said questions by NSBA
- Sponsors will be given secondary logo placement on the front and back covers of the survey
- Sponsor will be given opportunity to sign on to welcome and/or foreword statement
- Sponsor will be given advance copy of survey and three days to make suggested edits, but NSBA will maintain full editorial control over what is published in the survey packet
- Sponsor will receive anonymous, aggregate data in the form of an excel spreadsheet
- Sponsor will be mentioned in the press release surrounding the survey
- Sponsor will promote survey within their own press channels
- Only NSBA-collected data will be used in formal survey/research packets

**Economic Report \$10,000**

NSBA holds quarterly issue briefing teleconferences for members to discuss current issues and hear from NSBA leadership and Washington experts on a myriad of topics. Each call lasts 45 minutes and boasts participation from 50 to more than 200 callers depending on the topic. NSBA actively markets the Issue Briefing to more than 150,000 small-businesses.

- Sponsor may listen and participate, when appropriate, in one of NSBA's four issue area quarterly calls. These issue areas are: Economic Development, Taxation, Health and Human Resources, and Environmental and Regulatory Affairs.
- These calls will total four calls per year with NSBA leadership, Leadership Council and at-large members
- Sponsors should view these calls as an opportunity to learn more about the small-business community and not necessarily as a means to pitch a product or service; rather, the calls can provide sponsors an avenue to establish themselves as an expert on a particular topic
- Issue calls are focused on timely issues as determined by Congress and NSBA leadership, and are an educational offering for NSBA members - not an avenue to determine NSBA policy.

**Quarterly Issue Briefing \$5,000**

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