



OPERATING GUIDELINES

Corporate Sponsorship

I. OBJECTIVE

The purpose of this Operating Guideline is to describe the levels of Corporate Sponsorship for the Mid-Atlantic Region Society of Quality Assurance (MARSQA).

MARSQA incurs substantial expenses during the course of the year towards the end of hosting meaningful trainings and seminars on topics relevant to Quality Assurance professionals in the Mid-Atlantic Region. Companies that defray that cost are recognized as Corporate Sponsors. Sponsorship may be in the form of cash contributions or in kind contributions (e.g. providing equipment/facilities for member meetings or training sessions, providing tours of facilities). This Operating Guideline applies to the levels of Corporate Sponsorship recognized by MARSQA and the benefits associated with each sponsorship level.

II. PROCEDURES

1. Levels of Corporate Sponsorship and Benefits

1.1 Platinum Sponsor (\$2000 or more)

- Full page ad in 4 issues of MARSQA's newsletter
- Logo and link to your corporate website on the MARSQA website
- Post job openings at your company with MARSQA free of charge for 1 year
- Acknowledgement of sponsorship at programs and meetings
- Table or booth at the event being sponsored
- Six (6) free registration for a MARSQA member meeting
- Four (4) free registration of a MARSQA training event

1.2 Gold Sponsor (\$1000 - \$1999)

- 1/2 page ad in 4 issues of MARSQA's newsletter
- Logo and link to your corporate website on the MARSQA website
- Post job openings at your company with MARSQA free of charge for 1 year
- Acknowledgment of sponsorship at programs and meetings
- Table or booth at the event being sponsored
- Four (4) free registration for a MARSQA member meeting
- Two (2) free registration of a MARSQA training event

1.3 Silver Sponsor (\$500 - \$999)

- 1/4 page ad in 4 issues of MARSQA's newsletter
- Logo of your company on the MARSQA website
- Post job openings at your company with MARSQA free of charge for 1 year

- Table or booth at the event being sponsored
- Acknowledgement of sponsorship at programs and meetings
- Four (4) free registration for a MARSQA member meeting

1.4 Bronze Sponsor (\$200 - \$499)

- 1/8 page ad in 4 issues of MARSQA’s newsletter
- Logo of your company on the MARSQA website
- Post job openings at your company with MARSQA free of charge for 1 year
- Table or booth at the event being sponsored
- Acknowledgement of sponsorship at programs and meetings
- Two (2) free registrations for a MARSQA member meeting

1.5 In Kind Sponsor

Sponsors who provide services or goods (e.g. meeting space, facility tours, catering, meeting supplies) are considered to be “in kind” sponsors

- 1/2 page ad in 4 issues of MARSQA’s quarterly newsletter
- Logo and link to your corporate website on the MARSQA website
- Post job openings at your company with MARSQA free of charge for 1 year
- Acknowledgement of sponsorship at programs and meetings
- Table or booth at the event being sponsored
- If meeting space or catering is provided:
 - Three (3) free registrations for the event being sponsored and one (1) free registration to a different MARSQA event
- If meeting space and catering is provided:
 - Four (4) free registrations for the event being sponsored and two (2) free registrations to a different MARSQA event

1.6 Vendor Sponsor

Vendors may sponsor MARSQA events according to the table below. All vendors will be acknowledged at the event and on the MARSQA website. Additional benefits may be conferred for larger fee amounts with board approval.

Event type	Benefits	Cost per Event
<0.5-day event	<ul style="list-style-type: none"> • Set up table or booth at the event • 1/8 page in 1 issue of MARSQA’s quarterly newsletter 	\$50 fee + attendance cost per vendor representative
0.5-day event	<ul style="list-style-type: none"> • Set up table or booth at the event • 1/4 page in 1 issue of MARSQA’s quarterly newsletter 	\$100 fee + attendance cost per vendor representative

Event type	Benefits	Cost per Event
1-day event	<ul style="list-style-type: none">• Set up table or booth at the event• 1/2 page in 1 issue of MARSQA's quarterly newsletter	\$150 fee + attendance cost per vendor representative
2-day event	<ul style="list-style-type: none">• Set up table or booth at the event• Full page in 1 issue of MARSQA's quarterly newsletter	\$250 fee + attendance cost per vendor representative

III. RECORDS

- A. Contributions from sponsorship will be maintained within the MARSQA Sponsorship Committee records.