

NSBA

National Small Business Association

AMERICA'S SMALL BUSINESS ADVOCATE



Corporate Partnerships

Connecting You to America's Small Business Leaders

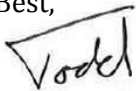
NSBA

Welcome

Dear Prospective Partner:

I'd like to personally thank you for considering NSBA as a partner in your outreach efforts. Before you decide on whether or not NSBA is a good fit for your resources, I'd like to tell you a little about this organization and who we are. Below you'll find a brief history of NSBA, what we stand for, who we speak for and why I believe our organization is worthy of your time and money. On behalf of myself and our staff, I look forward to continuing the conversation.

Best,



Todd McCracken, President and CEO



What is NSBA?

NSBA is the nation's oldest small business advocacy organization, celebrating more than 80 years. NSBA is a uniquely member-driven organization which operates on a staunchly nonpartisan basis. The organization boasts members in every state and every industry throughout the nation. Through its member organizations, NSBA has more than 65,000 small-business members.

What Does NSBA Do?

NSBA works closely with Members of Congress, the media and its own members and affiliated groups. Through publications, policy forums, conferences, surveys, action alerts, media interaction, and online and social media, NSBA keeps its members up to date on legislation that may help or hinder small-business growth. NSBA members and staff testify on Capitol Hill about crucial issues such as health care reform, tax reform, burdensome regulations, barriers to capital, cybersecurity, procurement and a host of other important topics.

Who is NSBA?

NSBA's membership is as diverse as the economy we fuel. Members include carpenters, consultants, manufacturers, retailers and so-on, all of whom are concerned citizens who believe in the free enterprise system, and support NSBA's nonpartisan stance. NSBA's members also include our state and regional small-business affiliates, some of which are more broad business groups such as Chambers of Commerce, and some of which are more specific to small business. A few of our current affiliated groups include: the Arizona Small Business Association, the Council of Smaller Enterprises in Cleveland, the Small Business Association of Michigan and many more.

[Learn More](#)

www.nsba.biz



NSBA

What We Have to Offer

NSBA has a variety of offerings designed to provide your company maximum exposure with small-business leaders across the country. Whether you're looking to promote quarterly sales or establish your firm as an expert in a key issue such as cybersecurity, we can connect you with the decision-makers you need.

Website & Weekly Advocate Ads

- Partners will have square ads featured on the homepage as well as in articles with some topical relevance, i.e.: Dell Computers featured in articles on technology
- Partner ads will be featured in NSBA's resource page
- Partners will be highlighted in a microsite featuring a logo, a skyscraper and text describing the partner offerings

The screenshot shows the NSBA website homepage. At the top, there is a navigation bar with 'Action Alerts' and a 'Join now' button. Below the navigation bar, there are tabs for 'LATEST NEWS', 'ISSUES', 'MEMBERS', 'RESEARCH', 'RESOURCES', 'ABOUT', and 'EVENTS'. The main content area features a large advertisement for 'SURVIVE CYBER' with the text: 'NSBA members now have access to an affordable cyber risk protection platform (for as little as \$19.95 per month) for small and mid-sized businesses that helps companies avoid becoming one of the 60% of small business that goes out of business after a cyber breach. Protect your organization from the financial impact and loss that comes from a data security or privacy event by purchasing Survive Cyber. Survive Cyber helps reduce cybersecurity vulnerabilities and minimizes the legal and financial risks associated with a breach.' Below the text is a video player showing a person in a hoodie with arrows pointing towards a skyscraper. A small sidebar on the right contains a 'Survive Cyber' logo and a video thumbnail with the text: 'Your Entire Company is being held Ransom by a hacker? Now What? SurviveCyber has your back. Get Protected Today. Enroll in Minutes. \$19.95 Per Month.'

The screenshot shows the 'THE WEEKLY ADVOCATE' newsletter content. The header includes the title 'THE WEEKLY ADVOCATE' and the NSBA logo. The main content area features three articles: 'FY 2021 Budget: Cuts to SBA', 'SBA Lending Rule Changes', and 'House Small Business Hearings'. Each article has a social media sharing section with 'Share', 'Tweet', and 'Share' buttons. On the right side, there is a Dell advertisement for 'SMALL BUSINESS MONUMENTAL BUSINESS SAVINGS' with a price of '\$759 Latitude 5490' and an 'Intel Core i5' processor. The ad includes a 'Shop Now' button and a 'Dell' logo.

The screenshot shows the 'FROM OUR PARTNERS' section. It features a blue background with a red header. The main content area includes a Dell advertisement for 'MONUMENTAL BUSINESS SAVINGS' with a price of '\$759 Latitude 5490' and an 'Intel Core i5' processor. Below the ad, there is a text box that reads: 'NSBA Members save up to 60% off during Dell's Presidents Day Sale!'. At the bottom, there is a red envelope icon and the text: 'SIGN UP FOR THE WEEKLY ADVOCATE ENTER YOUR EMAIL HERE'.

Video

Partners can provide short videos (up to 3 minutes in length) to be posted on their NSBA-hosted microsite and NSBA's YouTube and Vimeo channels



Social Media Posts

NSBA will publish agreed-upon social media posts for partners to our key three channels: Facebook, Twitter and LinkedIn

- Partner will provide posts and links unique to each social media platform
- NSBA will have editorial control over all social media posts and may reserve the right to refuse certain posts if not in-line with the organization's brand or policy priorities



NSBA's staff and volunteer leadership is extremely well-connected both in D.C. and across the country. We have personal relationship with lawmakers and our local business organizations. Connecting with the NSBA leadership can provide valuable exposure to key decision-makers.

Leadership Connections

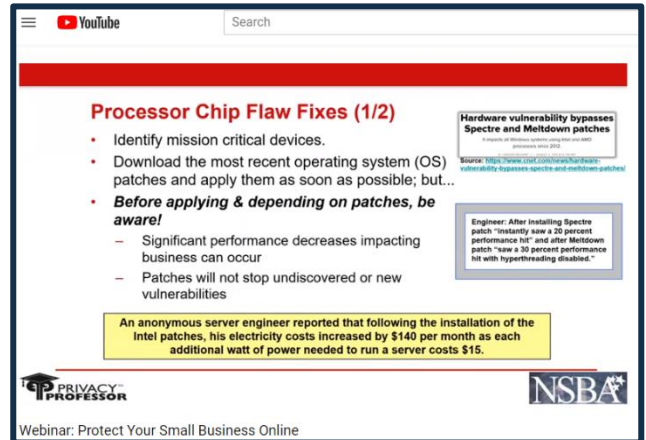
- Partner will have opportunity to give a presentation at one meeting of the NSBA Board of Trustees
- In-lieu of Board presentation, NSBA will work with partner's schedule to host a leadership gathering in Washington, D.C.
- Partner will have opportunity to sit down with select NSBA leadership members for a focused lunch or dinner to discuss partner offerings, NSBA opportunities and how best to bolster the partnership



Professional Development Sessions

Partner may participate in an NSBA-promoted webinar or quarterly issue area call.

- Issue Calls:
 - NSBA holds four issue-specific quarterly calls. These issue areas are: Economic Development, Taxation, Health and Human Resources, and Environmental and Regulatory Affairs
 - Partners can participate 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
- Webinars:
 - Partners may either join with other NSBA experts on an NSBA-hosted webinar on a specific topic where they have expertise
 - Partners may also host their own webinar which will be promoted by N SBA



NSBA Analysis Podcast on State of the Union Address
 February 5, 2020

On Wednesday, Feb. 5 at 2:00 p.m. EST, NSBA held a teleconference for members to discuss President Donald Trump's State of the Union Address as well as the Democratic response.

Attendees on the call heard from NSBA President and CEO Jody McCracken and VP of Government Affairs Jody Mila. The analysis on the president's address, the key small-business issues to be at the forefront in the coming months, and what the year mean for your business.

Please [click here](#) to download the podcast of that call.

Webinar: Why FICO Matters
 April 5, 2019

NSBA members are invited to participate in a webinar entitled, "Financial Innovation and FICO Score: What Does it Mean for Small Business and Consumers" on Wednesday, April 17 at 1:30 p.m. EDT.

During the webinar, small-business owners will have a chance to learn more about how FICO scores work, the data that drives them, and what steps business owners can take to positively impact and enhance their financial health. The webinar will feature FICO's Vice President Scores and Analytics at FICO who oversees regulatory practice and is responsible for the strategic development of analytic solutions and partnerships serving the mortgage and capital market space.

Webinar: Protect Your Small Business Online
 September 30, 2019

On Oct. 1, at 1:00 p.m. EDT, NSBA will hold a free webinar with cyber security experts to address questions on cybersecurity, major computer chip defects, and the growing-pains of the 5G network.

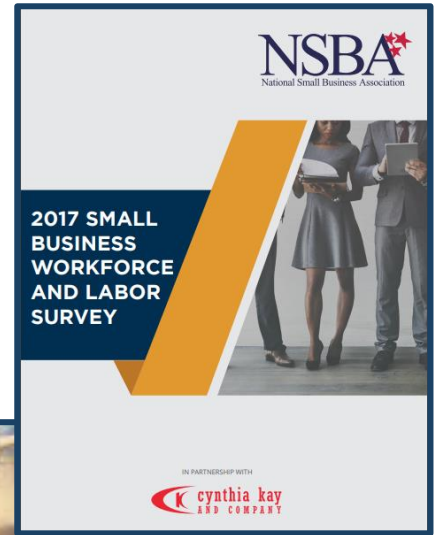
On the webinar, you will hear from:

- Greg Osinoff, CEO and founder of Osinoff Group and Survive Cyber, who will provide a big picture overview of cyber threat trends for 2019 and 2020;
- Rebecca Harold, CEO of The Privacy Professor, who will get into the details of the security risks posed by the computer chip defaults; and
- Alan Pentz, CEO and Founder of Corner Alliance, who will discuss the future of the 5G network and how small businesses will and are being impacted.

Register today – space is limited!

Surveys

- Partner will be allowed up to 5 supplemental questions for inclusion in the survey, pending approval of said questions by NSBA
- Partners will be given secondary logo placement on the front and back covers of the survey
- Partner will be given opportunity to sign on to welcome and/or foreword statement
- Partner will be given advance copy of survey and 3 days to make suggested edits, but NSBA will maintain full editorial control over what is published in the survey packet
- Partner will receive anonymous, aggregate data in the form of an excel spreadsheet
- Partner will be mentioned in the press release surrounding the survey
- Partner will promote survey within their own press channels
- Only NSBA-collected data will be used in formal survey/research packets



Forbes innovation leadership money business small business

286 views | Jul 24, 2019, 08:00am

Small Businesses, Demographics And Health Care: Past, Present And Future

Small Businesses In 2009

2009 was mostly defined by the disastrous economic recession that started with the subprime mortgage crisis a few years prior. Consequently, there were numerous roadblocks impeding the creation of new small businesses and the growth of existing ones. According to a 2009 mid-year economic survey conducted by the National Small Business Association (NSBA), the largest hurdles these professionals faced were diminished access to capital, decreased profits and revenues and an inability to hire new employees. Regarding that last issue, *The New York Times* (paywall) reported on data that year confirming small businesses were employing less and less of the total U.S. workforce. Ultimately, this seems to be the primary culprit for our current demographic issue.

This hiring crisis seemingly had a great deal to do with the other two points mentioned: limited capital access and decreased profits.

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TAXES

The Best Tax Tips and Software for Small Businesses

Taxes haven't gotten any simpler. But with the right apps and software, filing can be a breeze.

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There is time and money involved in doing taxes. One in three businesses spend 40+ hours a year doing federal taxes, as per a 2018 NSBA Tax Survey. And it gets worse. "Fifteen percent of those businesses spend more than \$10,000 a year to complete their taxes while 41 percent of small businesses spend less than \$10,000 on marketing annually," according to [Gusto](#).

Yikes.



NSBA



Corporate Partnership

Benefit	Platinum	Gold	Silver
Annual Subscription	\$20,000	\$15,000	\$10,000
NSBA Website Banner and Square Ad Loop	Best Visibility	Good Visibility	Average Visibility
Weekly Advocate Skyscraper ad	16 weeks	8 weeks	4 weeks
NSBA-hosted microsite	Yes	Yes	Yes
Option to post video	4	2	No
Weekly Advocate Article	6	4	2
Leadership Connection	Yes	No	No
NSBA Direct Mail (usage of NSBA list)	2	1	No
NSBA Direct Email	6	4	2
Webinar/Teleconference	2	1	No
NSBA Corporate Partnership Web Sticker	Yes	Yes	Yes
Website listing on Member Benefits Pages	Yes	Yes	Yes
Social Media posts on all 3 of NSBA's channels	6	2	1
Registrations for NSBA events	3	2	1
Signage at Meetings	Yes	Yes	Yes
Table/Booth at NSBA Event	Yes	Yes	Yes
Preferred status in partnership opportunities	Yes	Yes	Yes
Partner Add-Ons (partners-only rate)			
Surveys	\$3,000	\$4,000	\$5,000
Meetings	TBD	TBD	TBD
Stand-Alone Partnership Opportunities (non-partner rate)			
Surveys	\$10,000		
Article Bundle (2 articles)	\$5,000		
Article & Ad Bundle (3 articles & 3 ads)	\$7,5000		
Meetings	See Below		



NSBA



Build Your Own Corporate Partnership

Build Your Own Partnership

Make our partnership work for your company with a package that suits your goals. Start with the standard benefit package and add whatever premium benefits best fit your needs.

Platinum | \$20K

**Standard package plus
6 premium benefits**

Gold | \$15K

**Standard package plus
4 premium benefits**

Silver | \$10K

**Standard package plus
2 premium benefits**

Standard Package

- ✓ Weekly Advocate Article (1)
- ✓ Homepage square ad loop
- ✓ Issue-specific ad
- ✓ Weekly Advocate skyscraper ads
- ✓ NSBA-hosted microsite
- ✓ NSBA Partner web sticker
- ✓ Website listing on partners and member benefits pages
- ✓ Social media posts on all 3 of NSBA's social media channels
- ✓ Registration (1) for Washington Presentation or biennial Small Business Congress
- ✓ Signage at meetings
- ✓ Preferred status in sponsorship opportunities

Premium Benefits

- ✓ Weekly Advocate article bundle (4 articles)
- ✓ NSBA direct mail (does not include cost of printing/processing/postage)
- ✓ NSBA direct email bundle (4 emails to 65K email addresses)
- ✓ Weekly Advocate Skyscraper ad bundle (8 ads)
- ✓ Webinar/Teleconference (includes email announcement)
- ✓ Registrations for Washington Presentation or biennial Small Business Congress (2)
- ✓ Booth/Table at Events
- ✓ Option to post video on NSBA channels
- ✓ Leadership Connections
- ✓ Survey



NSBA



Meeting Partnerships

Washington Presentation

The Washington Presentation is NSBA's annual Washington, D.C. fly-in where NSBA members attend meetings with lawmakers and hear from the administration. The event spans two days and includes: the Lew Shattuck Small Business of the Year Award luncheon, a White House briefing, evening event/reception, Congressional Breakfast and various educational sessions. Attendance averages 150 small-business leaders

Partner Options:

- Lew Shattuck Advocate of the Year Award Luncheon (\$5,000 – Limit 3)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
- Evening Event (\$6,000 – Limit 4)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
 - Email to full NSBA membership
 - Two skyscraper ads in Weekly Advocate
- Congressional Breakfast with Members of Congress (\$4,000 – Limit 2)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Two complimentary full-event registrations
 - Exhibit table
 - Registrant contact information



Washington Presentation (Continued)

- Portfolio/Folder Partner (\$5,000)
 - Partner's logo placed with NSBA on event folder
 - One complimentary full-event registration
 - Exhibit table
 - Registrant contact information
- Name Badge Partner (\$3,000)
 - Partner's logo placed with NSBA on name badges
 - One complimentary full-event registration
 - Exhibit table
- General Partner (\$2,000)
 - Partner's logo on all electronic marketing materials
 - One complimentary full-event registration
- Exhibit Table (\$500)
 - Exhibit table space on day one of event
 - One complimentary full-event registration



Small Business Congress

The Small Business Congress is NSBA's biennial Issues Conference following an election. NSBA members attend educational sessions with policy leaders and experts throughout the two-day event which includes: the keynote luncheon, policy panel discussions, a reception, a breakfast and culminating in a voting session to determine NSBA's priority issues for coming two years.



- Attendance averages 100 small-business leaders
- Partner Options:
 - Kick-Off Breakfast (\$7,500)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
 - Two skyscraper ads in Weekly Advocate
 - Keynote Address (\$10,000)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
 - Email to full NSBA membership
 - Two skyscraper ads in Weekly Advocate
 - Evening Event (\$7,500)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
 - Two skyscraper ads in Weekly Advocate
 - Policymaker Breakfast (\$5,000)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Two complimentary full-event registrations
 - Exhibit table
 - Registrant contact information



Small Business Congress (Continued)

- Plenary Luncheon (\$7,500)
 - Partner's logo placed on marketing, materials and signage at the event
 - Partner will be given opportunity to make remarks during the event
 - Three complimentary full-event registrations
 - Exhibit table
 - Registrant contact information
 - Two skyscraper ads in Weekly Advocate
- General Partner (\$2,000)
 - Partner's logo on all electronic marketing materials
 - One complimentary full-event registration
- Mid-Morning Refreshment Break (\$2,500)
 - Partner's logo placed at break table and on event materials
 - Opportunity to speak to group at break
 - Registrant contact information
- Conference Bag Partner (\$3,500)
 - Partner's logo on event bag
 - Partner logo placement on all marketing and event materials
 - One complimentary full-event registration
 - Registrant contact information
- Portfolio/Folder Partner (\$5,000)
 - Partner's logo placed with NSBA on event folder
 - One complimentary full-event registration
 - Exhibit table
 - Registrant contact information
- Name Badge Partner (\$3,000)
 - Partner's logo placed with NSBA on name badges
 - One complimentary full-event registration
 - Exhibit table
 - Registrant contact information
- Exhibit Table (\$500)
 - Exhibit table space throughout event
 - One complimentary full-event registration





Corporate Partnerships

*Contact NSBA today to learn more about how to get your message
in front of America's small-business leaders.*

Patrick Post | VP of Membership Development

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