



## **Annual Partnership Program Questions & Answers**

### **What is the IMBA's Annual Partnership Program (APP)?**

The Annual Partnership Program is an opportunity for member companies to purchase advertising, education, association marketing, and event sponsorships within a single package. This is an annual commitment to the IMBA, and with one payment, receive recognition and exposure to our members all year long. Each package offers a slightly different combination of items.

### **What are the investment options associated with the Program?**

IMBA has created developed five separate levels of investment in the program from \$750 to \$5,000 to be able to provide opportunities for many companies to be able to take advantage of and budget for. Each level offers a different combination of benefits, and IMBA is open to tailoring a customized opportunity within the framework of the program. Additionally, there is a separate handout/spreadsheet that details each level, as well as a page on our website at: [www.indianamba.org](http://www.indianamba.org)

### **Are the Annual Partner investments prorated throughout the year?**

Yes. After January, the investment is reduced by 1/12 for each month through September. After, investments from October forward are at the full amount and good through 12/31 of the next year.

### **Are membership dues included with this investment?**

No. This program was designed to be separate from membership dues.

### **Can we use the credits with the partnership levels be used for IMBA PAC events?**

No. Due to issues surrounding PAC regulations, this program is separate from any IMBA PAC activities.

### **As a lender, what are the benefits for us to invest?**

- Multiple channels for exposure of your company's products and services throughout the year that include; IMBA's website and social media sites
- These additional opportunities for exposure will provide your company to develop business beyond what singular meeting/event sponsorships have been able to do
- A single fee on an annual basis vs requests for multiple meetings and events, allowing for an easier budgeting process
- Credit for attending IMBA state and chapter meetings at most levels, including the State Convention

Finally, this program will ensure IMBA's ability to offer the services we have been as our costs go up, along with yours, and will also provide IMBA with the opportunity to offer more services to our members with the increased resources.

### **How can I apply for the Annual Partnership Program?**

You can go to the IMBA website, [www.indianamba.org](http://www.indianamba.org) and download an application to submit or call the IMBA office at 812-537-1003.