



American Boat Builders & Repairers Association

2011/2012 Sponsorship Opportunities

Advertising/Publications

Capstan

ABBRA's regular member newsletter is *Capstan*. The *Capstan* is delivered electronically 6 times a year to our 300 member facilities as well as our total affiliate list of over 3,000 e-mail contacts in the boat building and repair industry. Three times a year the *Capstan* is printed and sent in hardcopy to our membership to accompany the electronic version. All six emailed newsletters are in four-color and include link options for sponsor advertisements. Discounted long-term contracts are negotiable with individual sponsors.

Sponsorship levels:

¼ page –	\$100 –	Per edition
½ page –	\$140 –	Per edition
1page –	\$200 –	Per edition

ABBACARD

ABBACARD is ABBRA's annual membership directory and is delivered annually to the entire ABBRA membership. It also provides information about ABBRA, its programs and its members.

Sponsorship levels:

¼ page –	\$400
½ page –	\$600
1page –	\$1,000

Services to Members

Broadcast email

This is a quick and easy way to reach members with critical and timely information. Like special editions of *Capstan*, these html emails are focused on a specific event or happening. ABBRA's broadcast system puts targeted information into the industry's hands and boasts an average open rate of 24% while the average open rate for non-profit industries averages only 21.7%. Sponsors are invited to purchase full-color ads to be placed in upcoming messages to the membership which are delivered twice a week to our distribution list. All advertisements have the option of active website links. long-term contracts and exclusivity rights are negotiable with individual sponsors.

Sponsorship levels:

¼ page –	\$200	per email
½ page –	\$300	per email

Website

ABBRA's website (www.abbra.org) is constantly changing to reflect ABBRA's current schedule and the most recent information about the organization. It provides answers to the most commonly asked questions about the organization, provides regular updates on training, conferences and other ABBRA events and offers a member only section that includes member profiles, newsletter archives, job postings, and an industry Wage Rate Survey. In the period between September 2010 and October 2011, there were over 10,011 visitors to the ABBRA website from over 132 countries.

Sponsorship levels:

Level 1 –	\$2,000 –	named sponsor on website with sidebar logo and link to your website for six months.
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Conferences and Events

ABBRA annually holds meetings and events throughout the country including its Annual Conference, training and educational seminars. For each of these opportunities a full suite of sponsorship and advertising opportunities will be presented when requested.

Build your own sponsorship program by selecting from the following:

Capstan

____ ¼ page – \$100 x _____ of edition (s) = _____
____ ½ page – \$140 x _____ of edition (s) = _____
____ 1page – \$200 x _____ of edition (s) = _____
TOTAL..... \$ _____

ABBACARD

____ ¼ page – \$400
____ ½ page – \$600
____ 1page – \$1000
TOTAL..... \$ _____

Broadcast Email

____ ¼ page – \$200 per email
____ ½ page – \$300 per email
TOTAL..... \$ _____

Website

____ Level 1 – \$2000
TOTAL..... \$ _____

Other

____ Please contact me about sponsorship for the other ABBRA events

Company Information:

Name _____
Company _____
Street _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Billing Information:

____ Visa ____ MasterCard ____ Check (please make checks payable to ABBRA)
Card # _____ CVV Exp ____ / ____
Billing Address _____ Zip: _____
Cardholder's Name (print) _____
Signature _____

MAIL, FAX, OR E-MAIL REGISTRATION TO:

ABBRA 50 Water Street, Warren, RI 02885 · Fax: 401-247-0074 · E-mail: info@abbra.org