

NSBA

National Small Business Association

AMERICA'S SMALL BUSINESS ADVOCATE



Corporate Partnerships

Connecting You to America's Small Business Leaders

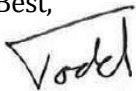
NSBA

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 links for 'LATEST NEWS', 'ISSUES', 'MEMBERS', 'RESEARCH', 'RESOURCES', 'ABOUT', and 'EVENTS'. A prominent advertisement for 'SURVIVE CYBER' is displayed. The ad includes 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.' Below this text is a video player showing a person in a hoodie representing a hacker, with arrows pointing towards a city skyline. The video player has a progress bar and a play button. To the right of the video is a vertical sidebar 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 features the title 'THE WEEKLY ADVOCATE' and the NSBA logo. The main content includes three articles, each with a social media share button (Facebook, Twitter, LinkedIn):
1. **FY 2021 Budget: Cuts to SBA**
On Monday, President Trump released his FY 2021 budget proposal which includes steep cuts for many agencies, namely, a 25 percent drop in funds from 2020 for SBA. (more)
2. **SBA Lending Rule Changes**
On Monday, the SBA published an interim final rule on express lending protocols, despite a request from Senate Small Business Committee Chair Marco Rubio to delay. (more)
3. **House Small Business Hearings**
The House Committee on Small Business is holding two hearings this week: one on innovation and one on the benefits and challenges of employee-owned small businesses. (more)
On the right side, there is a Dell advertisement for 'SMALL BUSINESS MONUMENTAL BUSINESS SAVINGS' featuring a laptop with the price '\$759 Latitude 5490' and a 'Shop Now' button. The ad also mentions 'PLUS, MEMBERS SAVE AN EXTRA 8% HIGH-PERFORMANCE COMPUTERS, TOP-BRAND ELECTRONICS & MORE'.

The screenshot shows the 'FROM OUR PARTNERS' section. It features a Dell advertisement for 'MONUMENTAL BUSINESS SAVINGS' with the text: 'NSBA Members save up to 60% off during Dell's Presidents Day Sale!'. The ad includes a laptop image and the price '\$759 Latitude 5490'. Below the advertisement is a call to action: 'SIGN UP FOR THE WEEKLY ADVOCATE ENTER YOUR EMAIL HERE' with an email icon.

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

The screenshot shows a YouTube video player with the title "Processor Chip Flaw Fixes (1/2)". The video content includes a list of bullet points: "Identify mission critical devices.", "Download the most recent operating system (OS) patches and apply them as soon as possible; but...", and "Before applying & depending on patches, be aware!". Under the third point, there are sub-bullets: "Significant performance decreases impacting business can occur" and "Patches will not stop undiscovered or new vulnerabilities". A yellow callout box states: "An anonymous server engineer reported that following the installation of the Intel patches, his electricity costs increased by \$140 per month as each additional watt of power needed to run a server costs \$15." There are also two smaller text boxes: one titled "Hardware vulnerability bypasses Spectre and Meltdown patches" and another titled "Engineer: After installing Spectre patch 'instantly saw a 20 percent performance hit' and after Meltdown patch 'saw a 30 percent performance hit with hyperthreading disabled.'" The NSBA logo is visible in the bottom right corner.

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 David 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 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.

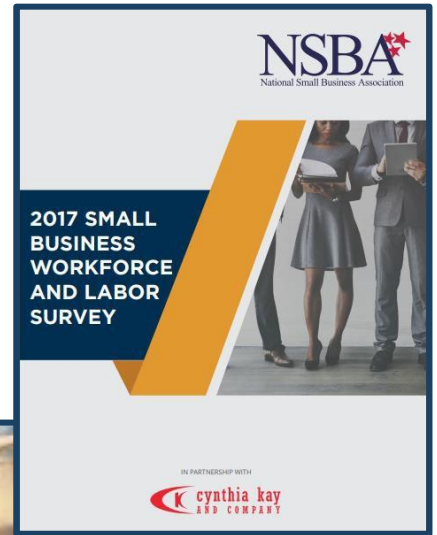
On the webinar, you will hear from:

- 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.

Entrepreneur VIDEO WEBINARS START A BUSINESS SUBSCRIBE BOOKS

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.

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



Benefit	Platinum	Gold	Silver
Annual Subscription	\$30,000	\$20,000	\$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		

Meetings

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



NSBA'S ANNUAL SMALL-BUSINESS FLY-IN | WASHINGTON, D.C.

WASHINGTON PRESENTATION 2024
SEPT. 18-19, 2024 | HYATT REGENCY-DCA
[NSBA.BIZ/WASHINGTONPRESENTATION](https://nsba.biz/washingtonpresentation)



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



WASHINGTON PRESENTATION 2024
SEPT. 18-19, 2024 | HYATT REGENCY-DCA
NSBA.BIZ/WASHINGTONPRESENTATION



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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