



2012 SPONSORSHIP PROGRAM

A selection of promotion opportunities for small, mid-size and large operator, supplier and manufacturer members of the National Limousine Association

Return for Investment: One-of-a-Kind Promotional Leverage

- Preferential member-to-member access to 1,800 limousine decision makers
 - Alignment with the NLA brand
- Initiatives hand-tailored to company strategy and goals
 - Turnkey multi-media marketing support
- Public recognition of company contribution to the NLA

15 Sponsorship Packages Including 3 Exclusive Opportunities

| Type | Opportunity | Fee |
|--------------------------------|------------------------------------|----------|
| Media – Exclusive! | Limo.org | \$20,000 |
| Special Initiative | NLA Membership Program | \$20,000 |
| Media – Exclusive! | NLA Directory of Members | \$10,000 |
| Media | NLA E-News | \$10,000 |
| Media – Exclusive! | NLARide.com | \$10,000 |
| Media | LimoScene | \$ 5,000 |
| Special Initiative | NLA Legislative Program | \$ 5,000 |
| International Show | NLA Education Program | \$ 5,000 |
| International Show | NLA Annual Meeting | \$ 2,500 |
| International Show | NLA Education Workbook | \$ 2,500 |
| International Show | NLA Keynote Presentation | \$ 2,500 |
| International Show | NLA Charity Fundraisers | \$ 1,000 |
| International Show | NLA International Reception | \$ 1,000 |
| NEW! Special Initiative | NLA Webinar Program | \$ 1,000 |
| NEW! International Show | NLA Show Highlights | \$ 500 |

Bonus!!!

Operators and suppliers who commit to 2012 sponsorship(s) totaling \$5,000 or more will receive **FREE 2012 NLA membership**

Want details? See www.limo.org
 Questions? Contact NLA executive director Patricia Nelson at
 (800) 652-7007 and patricia.nelson@limo.org

2012 NLA Sponsorship Program

Overview

2012 National Limousine Association sponsorship offers a selection of promotion opportunities for small, mid-size and large operator, supplier and manufacturer members. Only NLA members may be NLA sponsors.

Each sponsoring company can craft exactly the program it wants to reach other NLA members and the limousine industry at large.

Companies may choose a single sponsorship or several in combination to serve their total marketing needs.

Additional entitlements are provided to companies whose commitment attains Official, Premiere and Platinum Level.

Sponsorship Levels

| | | |
|---------|--------------|---------------------|
| Level 1 | Official | \$50,000 + |
| Level 2 | Premiere | \$35,000 - \$49,999 |
| Level 3 | Platinum | \$25,000 - \$34,999 |
| Level 4 | Gold | \$10,000 - \$24,999 |
| Level 5 | Silver | \$ 5,000 - \$ 9,999 |
| Level 6 | Supporting | \$ 2,000 - \$ 4,999 |
| Level 7 | Contributing | \$ 500 - \$ 1,999 |

Official, Premiere and Platinum Sponsorship Levels Special Entitlements

Sponsorship Level: **Official**

In addition to the entitlements included in the sponsorships selected, a company that commits \$50,000 or more to the National Limousine Association for 2012 sponsorships will receive:

- 2012 NLA membership
- Company logo as "NLA Official Sponsor" top-of-home-page on Limo.org and NLAride.com for 12 months
- Company logo as "NLA Official Sponsor" top-of-cover-page on LimoScene and NLA E-News for 12 months
- Company logo as "NLA Official Sponsor" on NLA exhibit booth at 2012 International Show
- 12 exclusive e-blasts to NLA members (1 per month) (creative to be sponsor-provided)
- NLA membership list with direct mail and email contact information - updated each month for 12 months

Sponsorship Level: **Premiere**

In addition to the entitlements included in the sponsorships selected, a company that commits \$35,000-\$49,999 to the National Limousine Association for 2012 sponsorships will receive:

- 2012 NLA membership
- Company logo as "NLA Premiere Sponsor" top-of-home-page on Limo.org and NLAride.com for 12 months
- Company logo as "NLA Premiere Sponsor" top-of-cover-page on LimoScene and NLA E-News for 12 months
- Company logo as "NLA Premiere Sponsor" on NLA exhibit booth at 2012 International Show

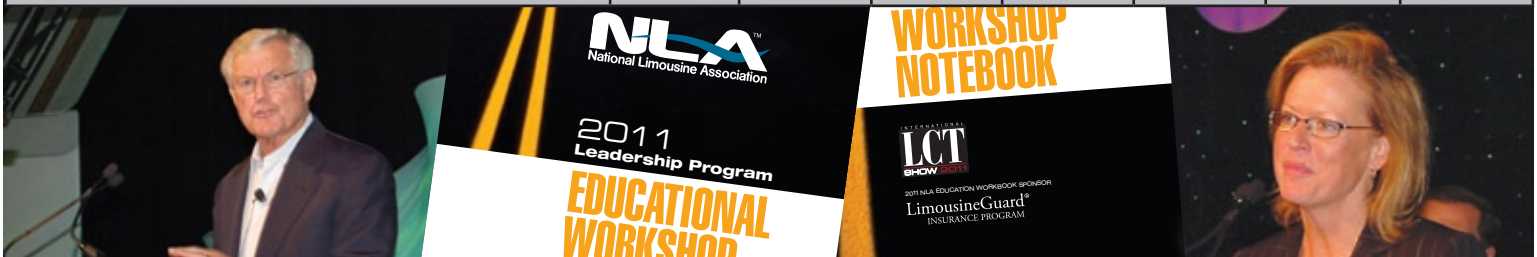
Sponsorship Level: **Platinum**

In addition to the entitlements included in the sponsorships selected, a company that commits \$25,000-\$34,999 to the National Limousine Association for 2012 sponsorships will receive:

- 2012 NLA membership
- Company logo as "NLA Platinum Sponsor" top-of-home-page on Limo.org and NLAride.com for 12 months
- Company logo as "NLA Platinum Sponsor" on NLA exhibit booth at 2012 International Show

Sponsorship Type: International Show

| Sponsorship Type: International Show | \$5,000 | \$2,500 | \$2,500 | \$2,500 | \$1,000 | \$1,000 | \$500 |
|--|-------------------|----------------|--------------------|----------------------|---------------------|-------------------------|-----------------|
| Opportunity | Education Program | Annual Meeting | Education Workbook | Keynote Presentation | Charity Fundraisers | International Reception | Show Highlights |
| Number Available | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited | Unlimited |
| Exclusivity | No | No | No | No | No | No | No |
| On-Site Show Promotion | | | | | | | |
| Company name recognition from 2012 NLA Annual Meeting platform | M | • | • | • | • | • | • |
| Company name recognition from event platform | | • | • | • | • | • | |
| Company logo on every classroom screen, podium and entry | K | • | | | | | |
| Company name on podium | M | | • | • | | • | |
| Company name on entrance or booth signage | | | • | • | • | • | |
| Company name on screen at 2012 NLA Annual Meeting | M | • | • | • | • | • | • |
| Company name on (3) 8' NLA signs at show | I | • | • | • | • | • | • |
| Company logo on Education Workbook front cover | K | | | • | | | |
| Full page b&w ad in Education Workbook | K | • | • | • | • | | |
| Company name in Education Workbook | K | • | • | • | • | • | • |
| Company logo on Education Workbook kiosks | K | | | • | | | |
| Company name on charity brochures/promotions | I | | | | • | | |
| Company item/handout to attendees permitted | | • | • | • | | • | |
| Pre- and Post-Show Marketing | | | | | | | |
| Gold banner on Limo.org for 4 months | E | • | | | | | |
| Company logo with link on Limo.org for 12 months | H | • | • | • | • | | |
| Company name with link on Limo.org for 12 months | H | | | | • | • | • |
| Company logo in LCT "NLA News & Views" for 4 issues | G | • | • | • | • | | |
| Company name in LCT "NLA News & Views" for 4 issues | G | | | | • | • | |
| Company name in LCT "News & Views" for 1 issue | G | | | | | | • |
| Company logo in LimoScene for 4 issues | J | • | • | • | • | | |
| Company name in LimoScene for 4 issues | J | | | | • | • | |
| Company name in LimoScene for 1 issue | J | | | | | | • |
| Company name in NLA E-News for 2 issues | J | • | • | • | • | • | |
| Company name in NLA E-News for 1 issue | J | | | | | | • |
| Company logo in 2012-2013 NLA Directory of Members | J | • | | | | | |
| Company name in 2012-2013 NLA Directory of Members | J | • | • | • | • | • | • |
| Company display of "2012 NLA Sponsor" logo for 1 year | | • | • | • | • | • | • |
| 2012 NLA Membership | | | | | | | |
| 2012 NLA membership for operator and supplier sponsors | F | • | | | | | |

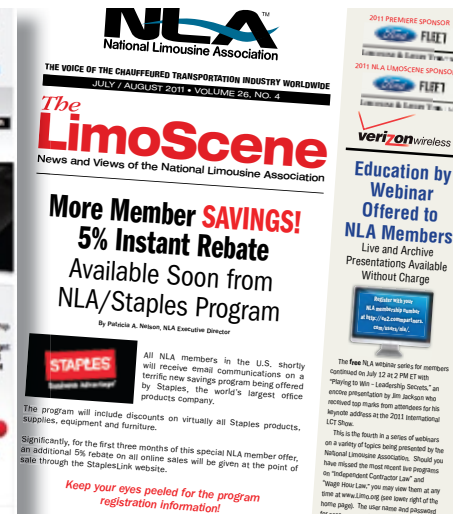
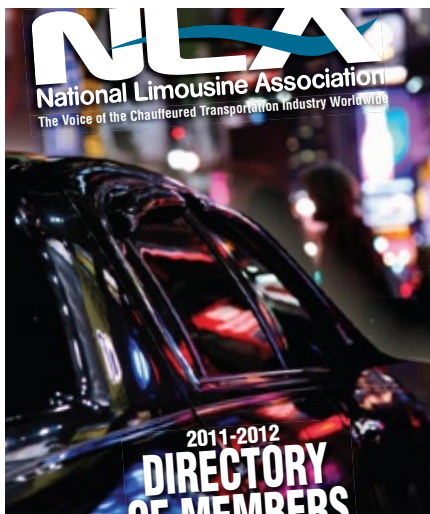


Quantifying Sponsorship Entitlements

| | | Retail Value | | Distribution | | | |
|---|-----------------------------|--------------|------------------------------|--------------|-------------------|---------------|---------------|
| | A | \$9,000 | C | \$3,000 | E | \$1,400 | |
| | B | \$6,150 | D | \$2,400 | F | \$205-\$1,560 | |
| G | 10,000 readers/issue | J | 1,800 + members/distribution | M | 500 + attendees | P | 100 attendees |
| H | 5,000 unique visitors/month | K | 1,500 attendees | N | 300-500 members | Q | 25 attendees |
| I | 2,500 + attendees | L | 1,000 + distribution | O | 100-300 attendees | | |

Sponsorship Type: Media

| Sponsorship Type: Media | | \$20,000 | \$10,000 | \$10,000 | \$10,000 | \$5,000 |
|---|---|------------------------------|-------------------------------|-------------------------------------|---------------------------------|-----------------------------------|
| Opportunity | | Limo.org 2012 - 12 months | 2012-2013 Member Directory | 2012 NLA E-News 1 year/24 issues | NLARide.com 2012 - 12 months | 2012 LimoScene 1 year/6 issues |
| Number Available | | 1 | 1 | 4 | 1 | 4 |
| Exclusivity | | Yes | Yes | No | Yes | No |
| Media-Specific Promotion | | | | | | |
| Exclusive sponsor designation on Limo.org for 1 year | H | • | | | | |
| Exclusive sponsor designation on NLARide.com for 1 year | H | | | | • | |
| Platinum banner on Limo.org for 1 year | A | • | | | | |
| Platinum banner on NLARide.com for 1 year | A | | | | • | |
| Exclusive sponsor designation in Directory introduction | J | | • | | | |
| Exclusive company logo on Directory front cover | J | | • | | | |
| Exclusive company logo on Directory mail package | J | | • | | | |
| Full page ad with tab in Directory (choice of available tabs) | D | | • | | | |
| Company logo at top of NLA E-News for 24 issues | J | | | • | | |
| Company message with link as NLA E-News item for 24 issues | J | | | • | | |
| Company logo on LimoScene front page for 6 issues | J | | | | | • |
| Full page four-color ad in LimoScene for 6 issues | B | | | | | • |
| Supporting Marketing | | | | | | |
| Gold banner on Limo.org or NLARide.com for 1 year | C | | • | • | | |
| Gold banner on Limo.org or NLARide.com for 4 months | E | | | | | • |
| Company logo in LCT "NLA News & Views" for 4 issues | G | • | • | • | • | • |
| Company logo in LimoScene for 4 issues | J | • | • | • | • | • |
| Company name in NLA E-News for 2 issues | J | • | • | • | • | • |
| Company logo in 2012-2013 NLA Directory of Members | J | • | • | • | • | • |
| Company name on (3) 8' NLA signs at 2012 International LCT Show | I | • | • | • | • | • |
| Company name on screen at 2012 NLA Annual Meeting | M | • | • | • | • | • |
| Company display of "2012 NLA Sponsor" logo for 1 year | | • | • | • | • | • |
| 2012 NLA Membership | | | | | | |
| 2012 NLA membership for operator and supplier sponsors | F | • | • | • | • | • |



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Retail Value

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C \$3,000
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F \$205-\$1,560

Distribution

G 10,000 readers/issue
H 5,000 unique visitors/month
I 2,500 + attendees

J 1,800 + members/distribution
K 1,500 attendees
L 1,000 + distribution

M 500 + attendees
N 300-500 members
O 100-300 attendees

P 100 attendees
Q 25 attendees

Sponsorship Type: Special Initiative

| Sponsorship Type: Special Initiative | | \$20,000 | \$5,000 | \$1,000 |
|---|---|--------------------|---------------------|-----------------|
| Opportunity | | Membership Program | Legislative Program | Webinar Program |
| Number Available | | 4 | 4 | Unlimited |
| Exclusivity | | No | No | No |
| Initiative-Specific Promotion | | | | |
| Company logo on membership certificate | J | • | | |
| Company logo on membership application | L | • | | |
| Company logo on renewal notices | J | • | | |
| Company logo on membership brochures | L | • | | |
| Company logo on new member welcome letter | N | • | | |
| Company logo on renewal confirmation | J | • | | |
| Company promotion included in new member packet | N | • | | |
| "Buck slip" promotion on renewal notice #1 (2013) | J | • | | |
| Platform introduction at Hill Day briefing | P | | • | |
| Platform introduction at 2 Association Presidents' Summit meetings | P | | • | |
| Company name on podium and entry, Hill Day and Summit meetings | P | | • | |
| Telephonic introduction on Association Presidents' conference calls | Q | | • | |
| Company logo with link to website on each webinar welcome page | O | | | • |
| Company description with link to website on each webinar resources page | O | | | • |
| Company name recognition in audio introduction to each webinar | O | | | • |
| Company name on pre- and post-event publicity, print and online | J | | • | • |
| Named member of committee; active committee participant | | • | • | |
| Supporting Marketing | | | | |
| Recognition from platform at annual meeting | M | • | • | • |
| Gold banner on Limo.org or NLARide.com for 1 year | C | • | | |
| Gold banner on Limo.org or NLARide.com for 4 months | E | | • | |
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O 100-300 attendees

P 100 attendees
Q 25 attendees