



STRUCTURAL ENGINEERS ASSOCIATION OF SAN DIEGO

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STEVE KERR, S.E., Director 2015-2017
RYAN TURNER, S.E., Past President

HEATHER CAYA, Executive Director
P.O. Box 712922
Santee, CA 92072
Phone: (619) 733-2734
Website: www.SEAOSD.org
Email: seaosd@cox.net

August 25, 2016

Dear Potential Sponsor/Donor:

The Structural Engineers Association of San Diego (SEAOSD) incorporated as a non-profit corporation on October 2, 1967, and has been serving San Diego Structural Engineers and the community ever since. Our mission is to advance the structural engineering profession through the improvement of the quality of design and construction; to assist the public in obtaining professional structural engineering services; to promote natural hazard mitigation; to provide continuing education and encourage research; to provide Structural Engineers with the most current information and tools to improve their practice; and to maintain the honor and dignity of the profession.

On behalf of SEAOSD, I would like to formally invite you to participate in our advertising and sponsorship program. Attached is our updated Advertising Policy that outlines a wide variety of options to choose from to fit your specific needs. Given our association comprises over 300 members, this is an excellent opportunity to promote and reach out to the local engineering profession. This includes job forum postings, displaying your business card in our Professional Directory, adding your company logo to our website, sponsoring one of our monthly member meetings, or participating in our annual golf tournament each spring. There are also several sponsorship packages you may want to consider that offer discounted rates with a packaged deal.

I would like to emphasize that as a non-profit organization, your continued support is vital for our association to uphold our mission and advance the structural engineering profession. This includes the ongoing work of our local and state committees ranging from structural standards development, sustainable design, public relations, advising local government, and business forum activities. SEAOSD has also been heavily involved with student organizations, including job shadowing programs, awarding student scholarships, as well as hosting an annual "Student Night" that provides a unique opportunity for local college students to meet design professionals and learn more about the structural engineering profession.

If you would like to take advantage and benefit from these opportunities while also helping to strengthen our association, please contact our Executive Director, Heather Caya, at (619) 733-2734 or seaosd@cox.net. Please note that the Annual Sponsorship Program extends during SEAOSD's fiscal year from July 1 to June 30, and a 10% discount is available for all sponsorship payments received by September 16, 2016.

Thank you again in advance for your support of our association.

Sincerely,

Michael Braund, S.E.
President 2016-2017

STRUCTURAL ENGINEERS ASSOCIATION OF SAN DIEGO
Non-Profit Organization 501(c)(6)
Tax ID #23-7016819



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SEAOSD Advertisement Policy – 2016/2017

Job Forum Postings:

- SEA News charges \$100 (\$150 for non-members) for “Job Posting” ads for 2 months in SEAOSD Newsletter.
- In addition, the advertisement will be posted at www.seaosd.org under “Job Forum” for 2 months.
- Please limit ads to 100 words and one graphic that may include company logo (4” x 2”).
- Advertisements may be renewed or extended for \$50 (\$75 for non-members) per each additional month.

Advertisements:

- Business Card in Professional Directory for \$400 per year or \$50 per newsletter.
- Website sponsor for \$750 per year (includes Business Card in newsletter and Logo on website).
- Monthly member meeting sponsor for \$500 (includes an exhibit table, logo on the newsletter and recognition in announcements, and 5 minute presentation during meal time).
- Half-page advertisements for \$250 per newsletter (6” x 4½”).
- Full-page advertisements for \$400 per newsletter (6” x 9”).

Annual Sponsorship Program (See attached flyer for breakdown and inclusions):

- Platinum Sponsorship Level - \$4,000
- Gold Sponsorship Level - \$2,500
- Silver Sponsorship Level - \$1,000

Annual Events:

- Student Night (Annually in February or March)
 - Dinner for 1 & Logo in event announcements, website, and poster at event - \$200 – \$450.
 - Includes items above plus an exhibit table - \$500+
- Golf Tournament (Annually in April)
 - Varying Sponsorships (hole, closet to pin, lunch, dinner, etc...) - \$200 – \$2000.

Payment Information:

- All advertisements are to be prepaid.
- Send checks and advertisement material directly to the Executive Director prior to the deadline.
- Make checks payable to the Structural Engineers Association of San Diego (SEAOSD). Upon request, credit card payments will also be accepted.
- For further information, please contact the Executive Director (contact information below).

Heather Caya, Executive Director
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SEAOSD Sponsorship Levels – 2016/2017

Platinum - \$4,000

Sponsor Receives:

- Four individual memberships (value \$920)
- Half-page ad in 11 issues of SEA-News (value \$2750)
- One member meeting sponsorship package (value \$500)
- Website sponsor for one year (value \$750)
- Business card in Professional Directory for one year (value included in website)

Total value: \$4,920

Gold - \$2,500

Sponsor Receives:

- Two individual memberships (value \$460)
- Half-page ad in 6 issues of SEA-News (value \$1,500)
- One member meeting sponsorship package (value \$500)
- Website sponsor for one year (value \$750)
- Business card in Professional Directory for one year (value included in website)

Total value: \$3,210

Silver - \$1,000

Sponsor Receives:

- Half-page ad in 2 issues of SEA-News (value \$500)
- One member meeting sponsorship package (value \$500)
- Business card in Professional Directory for one year (value \$400)

Total value: \$1,400

Notes:

- The Annual Sponsorship Program extends from SEAOSD's fiscal year beginning July 1st through June 30th.
- 10% discounts apply for all sponsorship payments received by September 16, 2016.
- Sponsorship dues may also be paid on a quarterly basis if desired.
- Member meeting sponsorship package includes an exhibit table, logo on the newsletter and recognition in announcements, 5 minute presentation during meal time.
- Benefits are for noted fiscal year only and unutilized benefits do not carry over.
- For further information, please refer to SEAOSD Advertisement Policy or contact the Executive Director (contact information below).

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