



## Industry Partner Sponsorship

Our **INDUSTRY PARTNER** Sponsorship in the Day Spa Association has a high degree of “touch” to our membership and surrounding community. You also have the ability to **CUSTOMIZE** this program to fit your particular needs while allowing the DSA to help you build your brand while supporting the community.

As an **INDUSTRY PARTNER** Sponsor, you receive access to membership through various “touch points,” giving you effective visibility and most importantly, a return on your investment. Below are all the benefits of this special sponsorship.

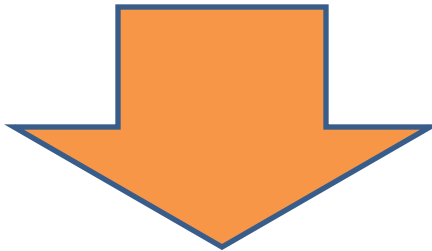
**A value over \$16,875, your investment is \$6,000 per year (or \$500.00 per month). Customize this program to fit your company needs!**

## REACH OUR MEMBERS

One of the largest active and updated mail and email lists of industry professionals. We CASS certify our mailing addresses for maximum deliverability to ensure you're getting the highest value for your mailing dollar.

Our current mailing list includes more than 82,000 Spas, Medical Spas, and Salons across the United States and Canada. Our e-list continues to grow and is currently over 48,800 contacts consisting of owners, operators, managers and decision makers. We continue to rotate and rest names for best deliverability.

Next is our list of benefits that come along with Premier Plus Sponsorship



## Industry Partner Opportunities

### **Email List Rental:**

Targeted email to our full list

### **Virtual Trade Show:**

Online trade show with 24/7, 365 access showcasing your business. A first in our industry!

### **Member Benefits Offer:**

Showcase your offer to DSA Members in our membership benefits package

### **Industry News:**

The DSA focuses on what is happening in the industry and "keeping a finger on the pulse". Release your news through our news portal and inform the community.

### **Press Releases:**

Send us your Press Releases and we will post a link in our News section on the DSA homepage. It's a great way for the press and visitors to find you.

### **Resource Library:**

Add your edu-selling articles, white papers and research reports, all with active links to your website.

## EDUCATION OPPORTUNITIES

DSA members understand the importance of keeping up-to-date on the latest trends and industry information.

As a INDUSTRY PARTNER Sponsor we will support your webinar through:

- An additional email blast done on your behalf
- A free membership to anyone who attends the webinar
- Exposure through all social media channels

In addition, Sponsors have the opportunity to educate members through:

- Send us your speaker profiles and we will add them to our database
- Opportunities at trade shows when they present themselves
- Education are in our online trade show

## WEBSITE AND RESOURCES

DSA members use the website as the *go to* source for association and industry information. We've created a special Sponsor area to connect our members to our Sponsors.

Sponsors receive exclusive listings and postings in:

- **Resource Library** – add your articles, white papers and research reports, all with active links to your website.
- **Press Releases** - Send us your Press Releases and we will post a link in our News section on the DSA homepage. It's a great way for the press and visitors to find you.

## CONNECTIONS

Strategic alliances with other Associations help benefit you, your clients and our members. DSA believes in Connecting our Community. We work together with all Associations who support the “evolution” in the health and wellness world. As a Sponsor you’ll be part of our resource pool when contacted for industry experts.

Sponsor Presenter, Education and Media Opportunities

- **Subject Matter Experts** - we are contacted regularly for subject matter experts in various areas. For example, you may have a presenter for the Massage community. Let us know and we’ll act as the liaison and put you in touch with the right people at our affiliated Associations.
- **Media Inquiries** - the DSA has been providing relevant information on behalf of our Partners to media outlets since our inception in 1991. Today more than ever, the press is oriented to our industry and is looking for the latest information and trends in the health and wellness community. We take these requests and refer them to our Sponsors & Partners to help increase your visibility in the marketplace.

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***First year special discount. Ask how...***

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