



Premier Diamond Sponsorship

Our **PREMIER DIAMOND** 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.

We created and designed this new level to maximize a company’s exposure into our marketplace. If you’re looking to multiply marketing dollars and enhance return on investment, the PREMIER DIAMOND Sponsorship will help you reach across our industry and give solid value to your marketing dollar.

PREMIER DIAMOND Sponsorship gives access to the media as well as world-wide connection to our overseas affiliates. In addition, lead referrals and survey benefits are a huge leg-up on the competition. Remember, this is “your association” and we’re always looking for your feedback.

Feel free to contact Allan at dsa@DaySpaAssociation.com

As a PREMIER DIAMOND 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 \$121,500, your investment is \$3,000 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 Diamond Sponsorship



DSA Diamond Sponsor Benefits	Description
*Mailing List Uses	use of the DSA mailing list
*Email list - 4 Master list uses and/or 8 regional uses	use of the DSA emailing list included in sponsorship
New to the DSA Sponsor Email	the DSA send an email to our list that announces you as new sponsor
Listed in DSA Sponsor Directory	logo linked to your customized landing page
DSA Online Trade Show Placement	logo and booth listed on our dsatradeshow.com websire - listed bt category
Diamond Database Builder Program- <i>Diamond Only</i>	receive monthly DSA new member information to add to your database
DSA Survey Sponsorship	listed in our annual survey as a premium supporter
Sponsor Info Requests	receive ongoing leads from new member sign-ups that request information from you
Customized Landing Page	your logo, contact information and "about", built to introduce the industry to you
One Minute Video	DSA creates specialized video talking about your brand and product
Library Content	you can include articles written that talk about your product (not specificy a selling piece...but more edu selling)
Webinar support and listings on channel	we support any webinar you create, and we can archive any previously recorded webinars as well
Calendar Listings	listings of your logo and pertinet information to any shows you are attending on our national show calendar
Spa Director Connector	participation in the DSA Spa Director Connector
Quarterly Giveaway	you may sponsor and support a DSA give-away that is given randonly to one of our members. Good branding and promotion
Sponsor Giveaway	you can sponsor your own give-away, we help you choose a member, promote it
Hot Products Email	listed in our emails that promote "hot" products, linking back to your website or page of choice
Homepage Showcase	rotation of your brand and products or promos on our homepage slideshow
Member Discount Area	you can offer a discount or promotion that is available to our members - listed in the member benefits section
Allan Sales Training	Allan will do sales training with your team, tap into his years of industry experience
Great Spa Products (coming soon)	website coming soon, promoting your products and brand
Spoinor Information request outbound emails	we send out emails, outbound to generate leads based on your product category
Speakers	
Press release	we support and promote any of your press releases
Social Media	we support and promote your social media marketing through our channels
Industry Magazines	you have acces to our free and discounted industry magazine program
Member Benefits	you also get our member benefits!

EDUCATION OPPORTUNITIES

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

As a PREMIER DIAMOND 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:

- **Custom built landing page on the DSA website.** Website - include your company name, color logo, a description of your company, contact information, and images. This is a full page on our website of your information, customized by you.
- **Resource Library** – add your articles, white papers and research reports, all with active links to your website.
- **Calendar of Events** – are you involved with a National or Regional event? Just let us know and we'll add it to our National and International online calendar.
- **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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[Click here to see how the numbers add up](#)

**Contact Allan Share at (952) 283-1252 or
email allan@DaySpaAssociation.com**

A final note...

Note: There are several ways to reach our industry and just like your health, utilizing all marketing channels is critical. A favorite for sponsors has been space advertising in the dozen monthly publications in our industry. As you know, a full-page advertisement can run \$1,000-\$3,500 per month per magazine, and should be part of all marketing efforts. Consider this...

Our PREMIER DIAMOND program is meant to **work for you and your company, 365 days a year**. There is no better value for the marketing dollar. As we add to this program during the year, you'll see more benefits and more clients to help you reach your goals

*There are small rental charges on the mailing and emailing lists, which are paid directly to our marketing vendors. Ask about your FREE mail and email usage with Sponsorship.

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