



NORTH AMERICAN DECK AND RAILING ASSOCIATION



Photos courtesy of NADRA member:
www.peachtreedecksandporches.com

2009 Sponsorship Opportunities

Raising the Bar on the Deck Industry

*Creating outdoor living spaces
that are beautiful,*

innovative,

and safe

for the enjoyment...

...of every homeowner.

NADRA Headquarters • P.O. Box 829 • Quakertown, PA 18951
1-888-623-7248 • Email: info@NADRA.org

www.NADRA.org

WHY GET INVOLVED

NADRA's MEDIA KIT will introduce you to the many sponsorship opportunities available to you as a NADRA member. Please take a moment to review the following valuable information.

Why Develop Marketing Through NADRA?

The North American Deck and Railing Association has built a trusted network of decking industry professionals including over 350 Members. NADRA.org delivers news, offer product information, allow online discussions, post reviews, facilitate collaboration, and announce industry events. We're the first place the industry's most influential, decking professionals go to find the knowledge, news, and tools that drive their purchase decisions.

Pressing needs – homeowners, deck builders, manufacturers, dealers, distributors, retailers, wholesalers, industry reps and lumber yards, are logging on to NADRA.org to find quick solutions to their immediate challenges. Whether it be a product they are looking for, to submit an inquiry or to find a local deck builder, they're in just the right frame-of-mind to give your products and solutions a chance. Every day at www.NADRA.org, the most influential and informed decking industry professionals & decision-makers in North America and on the web are seeing vendors' products and services at www.NADRA.org. Are they seeing yours?

Reach your Target Markets by getting involved with one of the many sponsorship opportunities enclosed in this pamphlet. The North American Deck and Railing Association Board of Directors, Executive Committee, Staff, Volunteers and Committee Chairs are all working hard for the Industry at large. Now more than ever, by working cohesively, we need to raise the bar. It starts with you. Support NADRA education, or support The BUZZ by submitting your company FAQ and installation guidelines. NADRA sponsorship programs not only create product awareness, but promotes family values while creating spectacular outdoor living spaces using innovative and beautiful products to make a safe place for family time.

NADRA Mission Statement

The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry in North America so that members can exceed the expectations of their customers.

www.NADRA.org



SPONSORSHIP OPPORTUNITIES

1 INTERNET - LINK FROM SPECIFIC NADRA WEB PAGES

- | | | |
|---|-------------|--|
| <input type="checkbox"/> Photo Gallery: | \$5,000/yr. | Limited to 4 sponsorships per year |
| <input type="checkbox"/> NADRA Homepage: | \$2,000/yr. | Limited to 20 sponsorships per year |
| <input type="checkbox"/> Join NADRA: | \$1,500/yr. | Limited to 10 sponsorships per year |
| <input type="checkbox"/> Supplier Homepage: | \$1,000/yr. | Limited to 20 sponsorships per year |
| <input type="checkbox"/> Find A Supplier Link | \$500/yr | Link to your website from your NADRA listing |
| <input type="checkbox"/> Find A Builder Link | \$250/yr | Link to your website from your NADRA listing |



Check Out/Click Here: www.NADRA.org

Logo placement - rotated weekly. Graphic requirements: Provide High Resolution Logo

*Internet statistics will soon be available at www.NADRA.org

2 eNEWSLETTER "THE BUZZ" - LINK FROM YOUR "AD/LOGO" TO YOUR WEBSITE:

- | | | | |
|--|-----------------|------------------|------------------|
| <input type="checkbox"/> Advertorial with Logo Link: | \$350/per issue | \$1,750/6 months | \$3,500/per year |
| <input type="checkbox"/> Logo Link: | \$250/per issue | \$1,250/6 months | \$2,500/per year |

All eNewsletters are archived on the NADRA website after initial release.

eNewsletters are sent out once a month. To date we have archived 12 months on the NADRA website.

Any advertising on newsletters will also be permanently archived.

Check Out "The Buzz"/Click Here:

<http://archive.constantcontact.com/fs006/1101592927161/archive/1101909633920.html>

Graphic requirements: Provide High Resolution Logo. Copy be in the form of a Word Doc

3 PRINT SPONSORSHIPS

DECK SAFETY CARDS

- QTY: 10,000 \$7,500 Listed as a Sponsor for Deck Safety Month
* Includes recognition on NADRA website and mention in Press Releases

Promote Deck Safety awareness. Put your logo on NADRA's Deck Safety cards. Hand out at every event. Present to your customers for distribution. NADRA will distribute to Builder Members.

Check Out "Deck Safety Month"/Click Here:
http://nadra.org/consumers/deck_safety_month.html

NEW, RENEWALS & PROSPECTS STUFFERS

- \$500/6 months \$750/ 12 months

Provide NADRA HQ with your marketing piece and we will mail out to new members, renewing members & prospects. (2/ 8.5 x 11 sheets maximum)

QUARTERLY NEWSLETTER

- Full Page: \$750/per newsletter*
 1/2 Page: \$500/per newsletter
 1/4 Page: \$250/per newsletter
 Logo Only: \$200/per newsletter

*The entire newsletter can be sponsored for the cost of print & distribution. Email NADRA for more details: info@NADRA.org

Graphic requirements: Provide High Resolution Logo. Copy in the form of a Word Doc or .pdf

SPONSORSHIPS - ASSOCIATION GROWTH

4 GROWING YOUR ASSOCIATION

- Sponsor Education Program \$25,000
- Sponsor NADRA Booth at Deck Expo \$10,000
- Sponsor New Member Database \$10,000

Call for more information on how your company will benefit by sponsoring one of these programs.

I am interested in more information on this, please call or email: _____

5 DECK FOR A SOLDIER™

- Sponsor a project.
Check Out/Click Here:
http://nadra.org/consumers/deck_4_soldier.html

I am interested in more information on this, please call or email: _____

6 REGIONAL CHAPTER EVENTS

- Host an Event: \$2500.00
- Host Cocktail Hour at Event: \$500.00
- Host a Chapter Meeting: \$500.00
- Host a Vendor Table: \$250.00

I am interested in more information on this, please call or email: _____

7 DONATIONS

- Make a donation to NADRA.

I am interested in more information on this, please call or email: _____

The Association needs your support. Get Involved Today!

Date: _____

AFTER CHECKING BOX NEXT TO SPONSORSHIP, FILL OUT INFORMATION BELOW.

Payment Information:	<input type="checkbox"/> Check	<input type="checkbox"/> MC	<input type="checkbox"/> VISA	<input type="checkbox"/> AX
Credit Card Number: _____	Security Code: _____			
Name On Credit Card: _____				
Mailing Address: _____				
City: _____	State: _____	Zip/PC: _____	Country: _____	
Expiration Date: _____		Amount Authorized: _____		
Cardholder Signature: _____				

Please Mail or Fax Form to:

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