

# Affiliate Business Partner Program

## Partnering with NACCHO has its benefits.

NACCHO's Affiliate Business Partner Program increases your organization's visibility and provides member engagement and networking opportunities for partners interested in local public health.

Through the program, companies are given exclusive benefits and recognition that are commensurate with their annual level of participation. The Affiliate Business Partner levels are Bronze, Silver, Gold, Platinum, and Diamond and can be tailored to fit budgets and specific marketing goals.

To qualify, please [apply here](#). Membership dues collected from Affiliate Business Partners are used to enhance existing programs and projects that benefit thousands of local of health department staff and the communities they serve.

## Benefits Include

- **Engagement Opportunities**  
Reach and educate NACCHO members through: complimentary and discounted webinars, dedicated newsletters, advertising in NACCHO membership e-publications, social media posts, focus groups, and member surveys.
- **Annual Conference Recognition and Discounts**  
Organization's name and partner level will be displayed during the annual conference. Exhibitors will receive a partner emblem for their booth.
- **Discount on Conference Exhibit Booth Space**  
Receive a 4% discount on exhibit booth spaces if reserved and paid for in its entirety no later than 90 days of the annual conference. Pay no later than 60 days and receive a 2% discount. Discounted registration rates for eligible staff.
- **Access to NACCHO's Directory of Local Health Departments**
- **Multi-Year Membership Discount**  
Pre-pay for three years of membership and receive a 5% discount.
- **And even more!** Take a look at the benefits for each level and decide which is the best fit for your organization.

# Affiliate Business Partner Program

## Current Members



# Affiliate Business Partner Benefits



	Diamond	Platinum	Gold	Silver	Bronze
<b>Annual Membership</b>					
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
individual memberships for staff	12	8	6	4	2
multi-year membership discount (3 years)	5%	5%	5%	5%	5%
<b>Member Engagement</b>					
60-minute webinar	3	2	1	50% off	25% off
annual dedicated enewsletter on topics of interest	1	1	50% off	50% off	25% off
annual research brief/industry perspective (4-6 pages)	1	1	50% off	50% off	25% off
full access to Directory of Local Health Departments	yes	yes	yes	yes	yes
<b>Recognition</b>					
identified by NACCHO partner level logo	yes	yes	yes	yes	yes
listed in NACCHO partner directory	yes	yes	yes	yes	yes
Affiliate Business Partner Circle participation	yes	yes	yes	n/a	n/a
complimentary ad in NACCHO ePublication (TBD)	8	6	4	2	1
discounted ad in NACCHO ePublication	25% off	25% off	25% off	25% off	25% off
complimentary NACCHO social media post	5	4	3	2	1
<b>Conferences Recognition/Discounts</b>					
partner level & company logos in guide/signage	yes	yes	yes	yes	yes
partner level recognition at exhibitor's booth	yes	yes	yes	yes	yes
complimentary conference registration	3	2	1	n/a	n/a
discount on conference exhibit booth space (if paid 90 days before conference)	4%	4%	4%	4%	4%
discount on conference exhibit booth space (if paid 60 days before conference)	2%	2%	2%	2%	2%
advanced notice of housing opening	yes	yes	yes	yes	yes

All membership benefits must be utilized within the membership year.

<b>Webinar (30 minutes)</b>		
30-minute webinar (Tuesday, Wednesday, Thursday 2 or 3 PM ET) topic/content preapproved by NACCHO	<b>Member Rate</b> \$3,500	<b>Non-Member Rate</b> \$6,000
<b>Webinar (60 minutes)</b>		
60-minute webinar (Tuesday, Wednesday, Thursday 2 or 3 PM ET) topic/content preapproved by NACCHO	<b>Member Rate</b> \$5,000	<b>Non-Member Rate</b> \$8,000
<b>Webinar (90 minutes)</b>		
90-minute webinar (Tuesday, Wednesday, Thursday 2 or 3 PM ET) topic/content preapproved by NACCHO	<b>Member Rate</b> \$7,500	<b>Non-Member Rate</b> \$10,000
<b>NACCHO Virtual Communities</b>		
up to 200 words, includes URL placement topic/content preapproved by NACCHO	<b>Member Rate</b> \$4,000	<b>Non-Member Rate</b> \$5,000
<b>Dedicated eNewsletter</b>		
up to 400 words, includes logo placement topic/content preapproved by NACCHO	<b>Member Rate</b> \$5,000	<b>Non-Member Rate</b> \$8,000
<b>Social Media Posts</b>		
choose one platform: Facebook, LinkedIn, or Twitter topic/content preapproved by NACCHO	<b>Member Rate</b> \$1,250	<b>Non-Member Rate</b> \$2,100
<b>Focus Group</b>		
Up to 25 local health departments will be invited to participate in a 30- or 60-minute focus group. Use this time to engage with selected NACCHO members and learn what they have to say about a topic(s) of your choice. *topic/content preapproved by NACCHO		
Focus Group (30 minutes)	<b>Member Rate</b> \$3,000	<b>Non-Member Rate</b> \$4,000
Focus Group (60 minutes)	<b>Member Rate</b> \$5,000	<b>Non-Member Rate</b> \$7,000
<b>Membership Surveys</b>		
Query NACCHO's membership with a dedicated survey on the topic of your choice. NACCHO will send the survey to members; your organization will provide the platform, questions, and summary data. All topics/questions will be pre-approved by NACCHO.		
Ask up to 5 Questions	<b>Member Rate</b> \$5,000	<b>Non-Member Rate</b> \$6,500
Ask up to 10 Questions	<b>Member Rate</b> \$8,500	<b>Non-Member Rate</b> \$10,000



National Association of County & City Health Officials

# Advertising and Engagement Opportunities

NACCHO E-Newsletter: Membership Weekly				
frequency:	weekly			
reach:	25,000 local health department staff			
Size	Ad Dimensions	Member Rate	Non-Member Rate	# available (up to)
banner ad top	Width: 960 pixels, Height 300 pixels	\$975.00	\$1,200.00	1
banner ad mid	Width: 960 pixels, Height 300 pixels	\$875.00	\$1,100.00	1
	<i>includes URL placement; format in JPEG or PNG format, no larger than 1.1 MB.</i>			
logo/text ad	up to 250 characters	\$650.00	\$750.00	2
text only ad	up to 250 characters	\$550.00	\$650.00	2
<i>*discount available with purchase of multi-issue package</i>				
NACCHO E-Publication: (available December 2021)				
frequency:	monthly		page count:	8-12 pages
reach:	25,000 local health department staff			
Size	Ad Dimensions	Member Rate	Non-Member Rate	# available (up to)
full-page	W 7 in x H 8 in (W 2100 px x H 2400 px)	\$1,750.00	\$2,100.00	2
half-page	W 7 in x H 3.875 in (W 2100 px x H 1163 px)	\$1,100.00	\$1,400.00	4
top page banner	W 7 in x H 1.4 in (W 2100 px x H 420 px)	\$975.00	\$1,250.00	2
quarter-page (horizontal)	W 4.5 in x H 3 in (W 1350 px x H 900 px)	\$925.00	\$1,150.00	2
bottom page banner	W 7 in x H 1.4 in (W 2100 px x H 420 px)	\$875.00	\$1,050.00	2
	<i>includes URL placement; format in JPEG or PNG format, no larger than 1.1 MB.</i>			
logo/text ad	up to 250 characters	\$750.00	\$850.00	2
text only ad	up to 250 characters	\$650.00	\$750.00	4
<i>*discount available with purchase of multi-issue package</i>				