



American Massage Therapy Association Nevada Chapter

Empowering Nevada's Massage Therapists

www.AMTA-NV.org

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Your Invitation: *Join Us as a Sponsor!*

The American Massage Therapy Association (AMTA) is the massage therapy industry's leading Professional Association, created by massage therapists, for massage therapists. The Mission of its Members is to *serve AMTA members while advancing the art, science and practice of massage therapy*. What's more, the Nevada Chapter of the AMTA is a network of professionals that are interested in expanding their massage therapy opportunities, educations, and horizons. We have a range of types of massage professionals interested in talking about, seeing demonstrations and learning more about massage therapy. Our meetings are a great place to network with other professionals, learn about what's happening in the massage industry nationally and in Nevada, and share a thought or space with someone of like or very different education, practice, or interest. Members also organize and attend local volunteer and business opportunities for performing massage therapy on clients.

We are looking for the type of Sponsors that either have a direct interest in supporting the massage therapy community or are professionals in the industry. Our members are always looking for benefits, products, services, discounts, and opportunities to expand their businesses, client bases, and knowledge – you can provide a great resource of expertise in and devotion to the massage community. Because membership in the AMTA, Nevada Chapter is at a low-cost and the Chapter is always seeking new industry presences to share with our Members, our Board of Directors has a need for your help in delivery of top-quality service & products to an association of professionals that is high in demand!

Your products & services may be just what our Membership is interested in! Contact Board Member David Otto to find out more about the opportunity for your business to be seen and approached by a very targeted audience – professional massage therapists! We have over 500 members and are growing all the time – we grow because of word of mouth, Board enrollment efforts, and our National presence in the massage therapy industry, which is how the success of your Sponsorship with the AMTA Nevada Chapter will spread, once you start appearing on our website and at our meetings!

Your investment of just \$150, cash and/or products/services, for 12 months of promotion and advertising will be seen and appreciated by not only the members of the AMTA Nevada Chapter, but it's likely that they may tell a friend, family member, or client who is not a member. Plus, viewers of our internet site, <http://www.amta-nv.org> will have access to your advertisements online when they search for similar products, including massage therapy topics.

Please contact Board Member and Webmaster David Otto (DavidOtto@amta-nv.org), to find out how your expertise and commitment to the massage therapy industry in Nevada can serve AMTA-NV Chapter members, and beyond...



Go to <http://www.amta-nv.org> & click on the "Sponsor Our Meetup Group" button on the home page!

Thank you for supporting the AMTA Nevada Chapter!

AMTA Nevada Chapter Sponsorship – Chapter Terms

Purpose: To promote businesses or 3rd parties that assist massage therapists or promote insight into the massage therapy field or support the existence of the AMTA Nevada Chapter, otherwise known as: Sponsor. To make known to all Members what other organizations or businesses related to massage are interested in assisting in the successful execution of the services in which the AMTA Nevada Chapter member participates through financial, service, or resource donation to the Chapter for its benefit.

Method: To accept financial support from Sponsors in the form of service, resources, or monetary funds for the purpose of organizing or operating the activities of the Chapter, which include (but are not limited to):

1. Live Meetings/Networking Events, based on the business of the Chapter and the industry of massage therapy
2. Live Educational presentations regarding massage therapy and its modalities
3. Live Social Events, based on Chapter Member and Invited Guests' attendance
4. Live Professional Events, including Volunteer and non-Volunteer arrangements for licensed professionals to deliver their services to clients
5. Online presence in the form of support through active posting for and communication with Chapter Members about current and upcoming Chapter events
6. Online presence, in the effort to recruit more Association/Chapter Members
7. Online presence, in the effort to promote current Members' businesses and/or practices through profile listing and forum postings

To List in the following areas accessible, available, and promoted to the AMTA Nevada Chapter Members, which include (but are not limited to):

- ❖ Website: <http://www.amta-nv.org> (all pages)
- ❖ Print material: Agendas, distributed at every formal venue/meeting; Sponsor-provided materials, available at every meeting; other advertising spaces under control of the AMTA Nevada Chapter (when available), group business cards, for enrollment purposes & available at regular enrollment presentations and for Members at every meeting.

Means: Any Designated Member and/or Leader will ask through the AMTA Nevada Chapter pages, through email, or in person, for the support of a complementary Sponsor. Sponsors that may be approached include, but are not limited to:

- Massage Businesses (Independent Massage Therapists or Massage Establishments)
- Massage Therapy Suppliers
- Continuing Education Providers, related to Massage Therapy
- Continuing Education Businesses

Process:

1. Sponsor is invited to see the benefits of exposure to a large group that is interested in massage therapy services and products – Sponsorship Invitation is delivered by Leader or designated member.

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2. Sponsor completes Sponsor Acknowledgment form and indicates and commits to the amount of money or services or products equal to at least \$150 dedicated to the operation of the AMTA Nevada Chapter to span a one year (12 months) term. Services or products must be listed with the name of the service/product and its corresponding market and advertised value to equal the \$150 minimum threshold.
3. Sponsorship will be monitored and executed over the year term and asked to renew and may renew, at the Sponsor's discretion, for another 12 months.

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AMTA Nevada Chapter Sponsorship – Sponsor Terms

Purpose: Promote and advertise your business to the AMTA Nevada Chapter Members. Promote means, as a member, post your massage-related product or service messages and flyers on the AMTA Nevada Chapter site and attending the Chapter meetings so you can introduce yourself, network, talk about your service/product, and generally put a face to a name. Advertise means have your text and/or logo appear on the AMTA Nevada Chapter site pages, Spotlight listing on the website's About Us page, meeting agendas, event banner, business cards, and more!

Benefits:

- ❖ Contribute your expertise and commitment to a Nevada-based massage therapy Association that has a vested interest in buying and using your product/service with their friends, family, and clients.
- ❖ Be in the line-of-sight of over 500 professionals and have your positive impact on your group customers
- ❖ Interact with your Customers: educate them and be able to put the product or service in their hands
- ❖ Widen the exposure of your business to include events of which the AMTA Nevada Chapter is a part, including (but not limited to) Volunteer Events, Business Events, AMTA Nevada Chapter marketing events, media exposure, and more

Acknowledgment Process:

1. Visit our website at <http://www.amta-nv.org> and click on Sponsors in the menu bar.
2. Download the Sponsor Application form

You may then follow one of the following paths:

1. Complete the form (including authorized signature) and including ways you'd like to sponsor the AMTA Nevada Chapter, and then scan & upload the form . You may also upload your company's image or logo at this time for review.
 - **If you'll wait for a response after completing everything through the online form, go to #6**
 - Otherwise, continue...
2. An Designated Leader or David Otto will be in touch with you to send you the Sponsor Invitation & Acknowledgment form (if you have not already received it by other means). A phone consultation may be the best way to determine if your desired Sponsorship is a good fit: please leave a contact phone number on your online Sponsor Application form so we may call.
3. An Designated Leader or David Otto will be in touch with you to send you the Sponsor Invitation & Acknowledgment form (if you have not already received it by other means). A phone consultation may be the best way to determine if your desired Sponsorship is a good fit: please leave a contact phone number on your online Sponsor Application form so we may call.
4. Come to a tentative agreement on how the AMTA Nevada Chapter and your business can work together to promote massage therapy in the state of Nevada and within the Chapter.

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5. After receiving an emailed, prefilled Sponsor Application, read and agree to the terms of the Sponsor relationship by completing the form and returning the items and a signed copy of the Sponsor Acknowledgment form.
6. A Designated Leader or David Otto will be in contact with you to determine your method of completing your \$150 commitment online. He or a Designated Leader will further assist you in completing your transaction. Instead of arranging a monetary commitment, you may alternatively return your commitment in a list of services or products you are willing to donate, totaling a minimum of \$150 on your Sponsor Acknowledgment form.
7. Publication and participation of the Sponsors relationship will commence on the date of the completed and signed Sponsor Acknowledgment form.

Tips:

- ✓ Attending AMTA Nevada Chapter meetings is a great way to put a personality behind an advertisement. Customers are more likely to buy if their relationship with your business is on a level of trust through development of a more personalized relationship.
- ✓ Offering “members only” discounts can monetize your relationship with the group and give customers that warm, fuzzy feeling of interacting with a business, like yours, that gives special consideration for massage professionals and those interested in massage.
- ✓ Flyers and product giveaways at AMTA Nevada Chapter meetings are an excellent way to spotlight your business. Members may more-so consider coming to a meeting if there is a new product being introduced or given away at no cost to them.

Activities Sponsors are not allowed to do:

- ✗ Spam Members: the AMTA-NV Chapter does not make an email list available to Sponsors. The National Office can help you with purchasing or renting email lists for members in particular areas of the country and Nevada.

Term: Upon financial or ‘in-kind’ commitment, Sponsor terms commence and are active for 12 months. Either party – the AMTA Nevada Chapter, through its Leaders, or the Sponsor may terminate the Acknowledgement at any time during the Acknowledgment Term: all Sponsorship opportunities will be terminated immediately upon termination of the AMTA Nevada Chapter/Sponsor Acknowledgment. A written termination is required.

Conditions:

- ❖ Sponsorships are considered financial commitments to the AMTA Nevada Chapter – Sponsors understand that the nature of a financial commitment means that it is non-refundable. The AMTA Nevada Chapter depends on financial commitments by Sponsors to operate only – there is no profit from offering a Sponsorship program: all funds are reported to and held accountable by the Membership. IF a Sponsor’s Acknowledgment is terminated, there will be no refund, in part or whole, of any amount of the already-committed funds to the AMTA Nevada Chapter.
- ❖ Only one business can be associated with a Sponsorship Acknowledgment.

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- ❖ Every presentation of a Sponsors service or product must be associated with massage therapy in some way. Promotion or Advertising done within the group of any Sponsor must have massage therapy related to it in some way. No un-massage-related materials will be accepted for posting or distribution from a Sponsor.
- ❖ Any instance where more than one Sponsor is listed, as long as the Leaders have control of the display, your appearance is generally based on timeliness of Sponsorship with the AMTA Nevada Chapter – it is the practice of the AMTA Nevada Chapter organizers to rotate the display of Sponsors on the pages of the website <http://www.amta-nv.org>: when applicable, on the 1st of every month, the order of the appearance of Sponsors is changed to bring the last Sponsor joined to the top billing place, rotating every Sponsor down one placing. This is only on the website listing. This may change over time to be an alphabetical listing, in the case there are too many Sponsors to list in a fair, economical, or prudent fashion – each listing may vary slightly in its display of Sponsors. Other displays of Sponsors may be subject to alphabetical listing or space availability – displays based on space availability will be based on the timeliness of Sponsorship (most senior Sponsors get preferential listings in these cases).
- ❖ The AMTA Nevada Chapter and its Leaders are not responsible for nor claim to produce any specific level of return for the Sponsors investment in the AMTA Nevada Chapter during any part or in whole of the relationship of the Sponsor to the AMTA Nevada Chapter.
- ❖ No Sponsor may use the AMTA or AMTA Nevada Chapter logo or copyrighted images or materials published by the AMTA or AMTA Nevada Chapter in any outside advertisement without the permission of the AMTA and/or the AMTA Nevada Chapter – being a member of the AMTA Nevada Chapter authorizes a member to use the logo in specific ways outlined by the AMTA and the AMTA Nevada Chapter – other use of the combination of the AMTA and AMTA Nevada Chapter registered ®, service-marked (sm), or trademarked ™ images will be approved by the Organizer prior to the release of the name and/or use of the marked graphic representation of the Chapter's name.

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AMTA Nevada Chapter Sponsorship – Sponsor Acknowledgment

Business Name:

Contact Name/Title:

Business Address:

Business Email Address: _____

Business Phone Number: _____

Business Description (50 words or less):

Reason for wanting to be a Sponsor:

I agree that I am the Owner or Representative of the Business applying for Sponsorship Acknowledgment with the AMTA Nevada Chapter and that I have authorization and/or rights to grant the AMTA Nevada Chapter to use my business name, descriptors, descriptions, publications, logo, and any other Sponsorship & or proprietary items requested to promote and advertise in a Sponsorship capacity to the AMTA Nevada Chapter members.

I understand that, as a Sponsor, any and all materials to be disbursed to the members during events on behalf of my company or business are produced of my own volition and I am responsible for all content therein. I do not hold the AMTA Nevada Chapter or the AMTA responsible in ANY way for the products or services advertised and hold the AMTA Nevada Chapter and AMTA harmless in ANY case or complaint.

I will submit, in complete format and print, any promotional or advertising media that may be distributed at an AMTA Nevada Chapter meeting/event to one of the Designated Leaders on behalf of the Sponsor. I understand I will be asked to attend the meeting/event to distribute the materials myself (or by assigned designee of my business).

I understand that I will not receive a refund, rebate, or compensation for lost percentages or wholes of any financial commitments I make to the group in the case I terminate or the Organizers terminate my Sponsor Acknowledgment. If there is an agreement that can be made to settle a dispute, I will attempt to do so, with the Leaders – and expect the Leaders to do the same. I will also provide a written termination notice, and expect the AMTA Nevada Chapter to do the same, if the need ever arises.

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I have submitted:

- A 120 (width) x 90 (height) pixel image for posting on AMTA Nevada Chapter website. (Preferably, a company logo)
 - A no-more-than 72 character (including spaces) description (aka 'tagline') for the scope of my business [advertisement] for posting on the AMTA Nevada Chapter website
 - A website address/page (URL, beginning with 'http://') that clicking on the above-described image will initiate browser window referral.
 - A signed Sponsor Acknowledgment, acknowledging I have read the 'Chapter' and 'Sponsor Terms' and affirm true the statements in the application to become a Sponsor of the AMTA Nevada Chapter.
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- \$150 – via the "Sponsorship Commitment" page on the AMTA Nevada Chapter website (Paypal secure payment)
 - OR -
 - My List of Planned Commitments of service or product offered by my company (totaling a \$150 value):

Item Description	\$ Value
Total \$ Value:	

I agree to abide by the suggestions, purpose, and formalities of being a Sponsor of the AMTA Nevada Chapter and look forward to receiving the benefits of a successful relationship with its members.

On this _____ day, of _____, 201__

Sponsor Signature

Sponsor Printed Name

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