



VPPPA'S **STRATEGIC PARTNER PROGRAM**

ADVANCE
CONNECT
EMPOWER





OVERVIEW

VPPPA established its Strategic Partner Program in 2023 to provide valued supporters with the opportunity to engage VPPPA members and EHS&S stakeholders in a year-round, collaborative setting. The goal of VPPPA's Strategic Partner Program is to leverage VPPPA members' status as the "best of the best" to advance health and safety excellence by:

- Delivering long-term value through developing and strengthening brand awareness;
- Providing VPPPA members with access to valuable partner-developed resources; and
- Creating unique relationship-building opportunities for partners and members.

The program is designed to provide partners with the cost certainty needed in today's changing economic environment, but with the flexibility to customize deliverables to meet short- and long-term business needs for partners and VPPPA members.

PROGRAM STRUCTURE

VPPPA's Strategic Partner Program employs a multi-channel approach to deliver year-round exposure for our partners. This structure allows us to create flexible, customizable branding and engagement packages that fit our partners' needs. Partners can design long-term marketing strategies around the components of their unique program design, allowing for strategic development that leads to greater positive impressions on their target audience. Just as important, partners are able to build marketing budgets with cost certainty each year, realizing substantial savings by creating a customized package versus other "a la carte" marketing approaches of the past.

Each VPPPA Strategic Partnership is built upon a "VPPPA Capstone" – a marquee event or product that provides maximum branding and exposure to VPPPA's members, event attendees and master marketing database of over 20,000 health and safety professionals. From that starting point, VPPPA works with our partners to design an annual program that meets partner needs—from ads and content in VPPPA's award-winning quarterly magazine, *The Leader* to targeted digital marketing through email, banner ads, virtual professional development and more.

But that's just the start.

VPPPA's Strategic Partner Program also leverages our partners' status as industry segment leaders to deliver value to VPPPA members through our partner's own channels. From partner-developed and branded EHS&S resources to enhanced access to products, services and expertise, VPPPA's Strategic Partners provide members and stakeholders with in-house resources that help them engage in continuous improvement—and build positive brand awareness.

Available VPPPA Capstone Offerings:

- VPPPA's Safety+ Symposium
- Virtual Professional Development
- eLearning Toolbox Library
- Process Safety Management Summit
- Monthly Virtual Labor Summits
- NEW! SGE Summit
- *The Leader*, VPPPA's Award-Winning Quarterly Magazine
- Virtual Lunch & Learns
- Additional custom offerings by request

Partner Sectors of Interest

- Education
- Risk Management/ Insurance
- Consulting
- Supplier
- Technology
- Human Resources/ Labor Mgmt.
- Additional sectors open to review

WHAT ARE THE **BENEFITS?**

BRANDING



- Year-round branding on VPPPA's website and other digital properties, select marketing materials, etc.
- Prime ad placement in VPPPA's award-winning quarterly magazine, *The Leader*; and monthly On the Level e-newsletter*
- Recognition at VPPPA events through marketing collateral, inclusion in general sessions, event signage, etc.

CONNECTIONS



- Complimentary VPPPA event registrations based on investment
- Exclusive networking opportunities with VPPPA and EHS&S leaders at VPPPA events
- Direct marketing opportunities to VPPPA members and safety & health personnel, including audience segmentation based on location, title and other demographic data

IMPACT



- Representation on VPPPA's Sponsor & Exhibitor Council
- Opportunity to produce and/or deliver virtual and in-person professional development content and product offerings*

*dependent on partnership commitment level

WHO SHOULD PARTNER?

VPPPA partners with organizations who share our mission to advance health and safety excellence by raising the standard for a safe and healthy workplace. Organizations who share this commitment are true VPPPA partners through direct engagement in continuous improvement across all facets of our collaborative relationship. Partners work alongside VPPPA to deliver member value through knowledge, resources and peer-to-peer connections that ultimately build brand awareness and market share for both our partners and VPPPA.

VPPPA's Strategic Partner Program is a long-term commitment by both parties to establish and nurture a relationship whose return on investment is measured not only in growth and awareness, but in the positive impact on workplace safety.

VPPPA Strategic Partner investments begin at \$25,000 annually.



Strategic Partner Program Levels

Sapphire Partner

Starting at \$25,000 (5 available)

Presenting Partner for one of the below virtual events:

Virtual Lunch & Learn events

Monthly Virtual Labor Summit Series

VPPPA's e-learning Toolbox Library

VPPPA's Monthly Professional Development Webinars

Custom Virtual Partner Event



***All additional benefits for each level included on page 7.**

Ruby Partner

Starting at \$50,000 (3 Available)

Presenting Partner for one of the below in-person events:

VPPPA's Process Safety Management Best Practices Summit

VPPPA's Special Government Employee Summit

Custom In-Person Partner Event



Diamond Partner

Starting at \$75,000 (2 available)

Presenting Partner for the below:

The Leader, VPPPA's Award-Winning Magazine

VPPPA's Safety+ Symposium



VPPPA STRATEGIC PARTNER BENEFITS



VPPPA's Strategic Partner Program is designed for each Partner to receive comprehensive year-round exposure through all VPPPA platforms and events. Partners enjoy recognition in both print, digital and in-person resources and events. Don't miss this exclusive partnership opportunity to reach the best of the best in workforce protection. Outlined below are the benefits for each level of the partner program. While these benefits provide total exposure to our network, they can be customized based on each partner's needs.



STRATEGIC PARTNER BENEFITS	Diamond Level Starting at \$75,000	Ruby Level Starting at \$50,000	Sapphire Level Starting at \$25,000
Strategic Partner Logo	★	★	★
One Corporate membership per year	★	★	★
Logo on VPPPA's Strategic Partner web page and VPPPA homepage year-round	★	★	★
Custom partner web page on VPPPA's website	★	★	★
Month-long featured partner ad placement on VPPPA website	3	2	1
Featured "VPPPA Strategic Partner Spotlight" in On the Level e-newsletter	★	★	★
Banner ads in On the Level e-newsletter based on Partner's schedule	6	4	2
Full Page ad(s) in VPPPA's Award-Winning Quarterly Magazine - <i>The Leader</i>	4	2	1
Opportunity to purchase additional ads at the Strategic Partner rate	★	★	★
Exclusive intro post highlighting the benefit of the partnership on VPPPA social media	★	★	★
Strategic partner posts across all VPPPA social media platforms	6	4	2
Fully Customized Sponsored E-blast sent by VPPPA on behalf of the Strategic Partner	3	2	1
Sponsored blog posts on the subject of the Partner's choosing	6	4	2
Recognition on Strategic Partner Safety+ signage at Safety+	★	★	★
Highlighted during the Opening General Session of Safety+	★	★	★
Invitation to VIP Board of Director's Reception at Safety+ and in-person board meetings	★	★	★
Discounted exhibit booth rate at Safety+ and acknowledged as Strategic Partner in the hall	★	★	★
Directory of opted-in attendee titles and companies prior to VPPPA's Safety+	★	★	★
Complimentary Safety+ Registrations	8	4	2
One social media takeover by partner per year	★	★	
Listing as a sponsor on two of VPPPA's monthly webinars (May choose which webinar)	★	★	
In-depth company profile in "VPPPA's Membership corner in <i>The Leader</i>	★	★	
Banners in Safety+ pre-event e-blasts	2	1	
Partner will have their own session bundle that will live in the VPPPA's E-learning Toolbox	★		
Team of Four at Safety+ Golf Tournament	★		
Highlighted and invited onstage during VPPPA's Annual Meeting of the Membership	★		
Safety+ educational track design around partner content developed along with VPPPA	★		
Exclusive digital and physical signage promoting partner brand at Safety+	★		
VIP dinner with attendees of choice at Safety+	★		
Private space to host a reception at Safety+	★		


Thank you for your interest in our Strategic Partner Program. We hope to work with you on your custom solution soon.

CONTACT **US**

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