



Partner Membership
Non-Agency

www.4as.org

What is a Partner Membership?

Our Partner Membership opens 4A's expertise and resources beyond our traditional agency membership to any business that partners with agencies to create, place or measure marketing communications. Some of our new members include those in the Ad Tech space, Data & Analytics tools, Research Firms, and Production Companies.

With the Partner Membership, you and your business will have an all-access pass to the 4A's community, along with a broad range of industry resources.



PARTNER MEMBERSHIP

NON-AGENCY

	PARTNER \$10,000	VIP \$15,000	ENTERPRISE \$25,000
PARTNER			
Company Logo on 4A's Website	•	•	•
Access to 4A's Member Portal	•	•	•
Access to 4A's Research	•	•	•
Access to 4A's On-demand Training	•	•	•
Access to Members-Only Webinar Series	•	•	•
Access to Latest Agency News and Updates	•	•	•
Share Your Company News with 4A's Member Agencies	•	•	•
First Look at Sponsorship Opportunities on 4A's National Events	•	•	•
Attendance to 4A's State of the Industry Partner Meeting	•	•	•
VIP			
10% Discount on Event Sponsorships	•		
Opportunity to include 4A's ELT in Partner Programming (podcast, webinar, or industry event)	•		
Speaking Opportunity in a Webinar, Committee Meeting or Event Panel Participation (limit to 2)	•		
Tickets to Join as Attendee to Any of Our National Events (limit to 1, max 2 tickets total)	•		
Exclusive Distribution of Thought Leadership Article, Product Launch, or Research Content to 4A's Community (limit to 1)	•		
Feature Training Content on Master Class section of 4A's LMS (limit to 2)	•		
Enterprise			
12% Discount on Event Sponsorships			•
Opportunity to Publish One Joint Research or Thought Leadership Paper Co-Authored with the 4A's (member pricing TBD) *			•
Opportunity to include 4A's ELT in partner programming (podcast, webinar, or industry event)			•
Speaking Opportunity in a Webinar, Committee Meeting or Event Panel Participation (limit to 3)			•
Exclusive Distribution of Thought Leadership Articles, Product Launch, or Research Content to 4A's Community (limit to 2)			•
Meetings with Select Members of the 4A's ELT (limit to 1)			•
Tickets to Join as Attendee to Any of Our National Events (limit to 2, max 3 tickets total)			•
Feature Training Content on Master Class Section of 4A's LMS (limit to 3)			•

For more information please contact: partnership@4as.org

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Partner Membership Tiers

Partner

VIP

Enterprise

PARTNER

1 **Company Logo on 4A's Site**

Gain additional visibility by having your company's brand logo featured on the 4A's website, noting your affiliation as a partner member of the 4A's.

2 **Access to 4A's Member Portal**

Register and create a member profile. You'll gain access to an exclusive library of content and research that will help build your industry knowledge, expertise and professional development.

3 **Access to 4A's Research**

Instantly expand your access to industry research by tapping into members-only content covering business trends and consumer insights across major industry verticals.

On Demand Databases

24/7 access to five custom databases providing consumer demographic data, category analysis, spending intel, and creative campaigns.

Industry Verticals

Custom curated secondary research and reports carefully segmented into the top 10 industry verticals - ranging from Auto to Retail to Travel and more.

Consumer Studies and Trend Reports

Tap into unique market segment reports tailored to Consumer, B2B, Media Channels, or Metrics knowledge-base.

4 Access to 4A's On-demand Training

Training and career development programs tailored to agency and media professionals. Access to over 30 on-demand and in-person learning modules through our exclusive learning management platform.

5 Access to Members-Only Webinar Content

A unique selection of live and recorded webinar events

Business as Unusual

A series that covers various topics featuring industry leaders and thought leaders discussing and debating the ways that agencies can thrive in a post-pandemic environment.

Business Intelligence & Insight

A series dedicated to agency operations and the rapidly evolving client needs around technology, resource management, finance, and client engagement.

Agency Comms IN-FOCUS

A series geared towards the communication and PR professionals that will explore ideas, tools, and strategies to help thrive in the new normal.

CX Effect

This series that brings together accomplished and influential leaders in the customer experience (CX) design space and helps explore the vital role CX plays in the growth of successful and sustainable businesses.

6 Access to Latest Agency News and Updates

Daily Briefs

Daily update with the Top 5 most relevant agency, industry, and 4A's news of the day.

Weekly Bulletin

A look ahead at all the major initiatives, research, and events being developed by the 4A's team.

Quarterly Research Insights

Prepared by 4A's Research, this popular quarterly newsletter provides 4A's members with valuable insights and industry information.

7 Share Your Company News with 4A's Member Agencies (via 4A's news portal)

Opportunity to share with our 4A's agency members your latest research, thought leadership, or major product releases via the news section of the 4A's site.

8 **First Look Access to Sponsorship Opportunities at 4A's National Events**

Partner members get an exclusive view at any upcoming sponsorship opportunities on any of our major tent-pole events throughout the year.

Decisions

Our tent pole event of the year that addresses the intersection of media, data, privacy & technology. This event brings together leaders across the industry from agencies, brands, publishers, platforms, and ad tech to provide unique perspective, guidance and insight into what to expect in the coming year and explore areas of opportunity.

Management Practitioners Forum (MPF is an agency members only event)

Features mission-critical topics with agency leaders who share practical solutions in a closed, members' only forum. MPF participants are entrepreneurs, agency operations management and principals...a smart, vested and action-oriented group of thinkers and doers who will provide guidance, share proven solutions and suggestions on topics that challenge agency leaders in their day-to-day operations.

StratFest

A celebration of the strategy discipline and the undeniable impact it has had on the ways brands communicate and connect with consumers. The 4A's StratFest celebrates the strategist community and is home to the 4A's Jay Chiat Awards, which recognizes the best strategic thinking in marketing, media and advertising around the world.

Face of Talent

This series of events is designed to celebrate and showcase over 400+ talented diverse college seniors and graduates that comprise the 4A's Foundation Multicultural Advertising Intern Program (MAIP) and 4A's Foundation scholars. It includes a Diversity Career Fair, MAIP Greenhouse (a creative portfolio review), a two-day conference, MAIPCon and a virtual talent e-Book.

9 **Attend 4A's State of the Industry Partnership Meetings**

Attend the 4A's state of the industry presentation where partner members will hear from 4A's executive leadership once a year on what is happening in the industry and what we are hearing from our agency members on a regular basis on topics related to Media, Data, Strategy, Talent, Creative Technology, and DE&I.

INVESTMENT: \$10,000

VIP

+ All Partner benefits

1 **10% Discount on Event Sponsorships**

Our tent-pole events offer one of the best ways to reach senior leaders at agencies. Interested in becoming a lead sponsor at one of our major events? As a VIP partner member you enjoy a 10% discount on any sponsorships of our national tent pole events.

2 **Opportunity to include 4A's ELT in Partner Programming**

Invite a 4A's lead to participate in one of your company's podcasts, webinars, or industry events. Our practice leads are subject matter experts in various areas such as Media & Data, Strategy, Talent, Creative Technology, Business Insights & Intelligence, DE&I, and so much more.

3 **Speaking Opportunity in a Webinar, Committee Meeting or Event Panel Participation (limit to 2)**

Allows your company to engage with 4A's members in a speaking role on a 4A's webinar, committee meeting or participation on a panel at one of our events.

Webinars: a 4A's practice lead will work with you on content selections and will moderate the discussion or join an existing webinar that the 4A's is creating.

Committee Meeting: attend as a guest speaker to one of our many member-led committees, designed to drive industry thought leadership across a portfolio of topics.

4 Tickets to Join as Attendee to Any of Our National Events*

(limit to 1, max 2 tickets, In-person ticket are first come first served basis)

Enjoy complimentary guest passes to attend our highly acclaimed national industry conferences. Gain insight from today's advertising leaders on topics that impact our industry and our agencies.

5 Exclusive Distribution of Thought Leadership Article, Product Launch, or Research Content to 4A's Community

Let 4A's help amplify your voice as a thought leader in the industry by leveraging our communication platforms to connect with our member community (weekly bulletins, research newsletters, daily briefs, social channels, etc).

6 Feature Training Content on Master Class section of 4A's Learning Management System (limit to 2)

Does your company offer training that would be relevant for agency practitioners? You have the opportunity to showcase training content as part of the "Master Class" section of our professional development series.

INVESTMENT: \$15,000

Enterprise

+ All Partner benefits

1 **12% Discount on Event Sponsorships**

Our tent-pole events offer one of the best ways to reach senior leaders at agencies. Interested in becoming a lead sponsor at one of our major events? As a VIP partner member you enjoy a 12% discount on any sponsorships of our national tent pole events.

2 **Opportunity to Publish One Joint Research or Thought Leadership Paper Co-Authored with the 4A's (member pricing TBD) ***

As an enterprise partner member you have the opportunity to tap into 4A's subject matter experts to develop a joint POV, research, or thought leadership piece that will be distributed across all our membership. The 4A's will partner with you to co-author, design, and distribute a piece that will help position your company as a thought leader for the advertising industry.

3 **Opportunity to include 4A's ELT in Partner Programming**

Invite a 4A's lead to participate in one of your company's podcasts, webinars, or industry events. Our practice leads are subject matter experts in various areas such as Media & Data, Strategy, Talent, Creative Technology, Business Insights & Intelligence, DE&I, and so much more.

*This benefit is reserved for Enterprise level partners and will incur an additional cost to be determined based on the scope.

4 **Speaking Opportunity in a Webinar, Committee Meeting or Event Panel Participation** (limit to 3)

Allows your company to engage with 4A's members in a speaking role on a 4A's webinar, committee meeting or participation on a panel at one of our events. Webinars: A 4A's practice lead will work with you on content selection and will moderate the discussion or join an existing webinar that the 4A's is creating. Committee Meeting: Attend as guest speaker to one of our many member-led committees, designed to drive industry thought leadership across a portfolio of topics.

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Let 4A's help amplify your voice as a thought leader in the industry by leveraging our communication platforms to connect with our member community (weekly bulletins, research newsletters, daily briefs, social channels, etc).

6 **Meetings with Select Members of the 4A's Executive Leadership Team** (limit to 1)

Have a 1-to-1 session with one of our senior leaders. You will learn more about 4A's initiatives and thought leadership priorities. We also want to hear from you - latest company news, product road map, areas of investment and growth, etc.

7 **Tickets to Join as Attendee to Any of Our National Events*** (limit to 2, max 3 tickets, In-person is first come first serve basis)

Enjoy complimentary guest passes to attend our highly acclaimed national industry conferences. Gain insight from today's advertising leaders on topics that impact our industry and our agencies.

8 **Feature Training Content on Master Class Section of 4A's Learning Management System** (limit to 3)

Does your company offer training that would be relevant for agency practitioners? You have the opportunity to showcase training content as part of the "Master Class" section of our professional development series.

*Excludes MPF

INVESTMENT: \$25,000



Partner Membership

Non-Agency

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