



# The Driving School Association of the Americas Inc

“The Standard in Driver Education and Traffic Safety since 1973”

## THE 2013 DSAA PARTNERSHIP PROGRAM

We recognize the important role the DSAA Partnership Program plays in the success of our partners, our members and our organization. This year we have continued to improve the benefits of our DSAA Partnership Program through additional exposure in the newly-launched DSAA E-Bulletin. Together with the “Members Only” page on the DSAA Web Site, partners now have an additional opportunity promote special offerings to our members in the DSAA E-Bulletin. The DSAA Partnership Program includes a DSAA Corporate Membership\* and a Certificate of Participation, acknowledging your level of participation as a DSAA Partner.

<b>Diamond Level</b> CONTRIBUTION: TWENTY THOUSAND (\$20,000) DOLLARS	<b>Platinum Level</b> CONTRIBUTION: FIFTEEN THOUSAND (\$15,000) DOLLARS	<b>Gold Level</b> CONTRIBUTION: TEN THOUSAND (\$10,000) DOLLARS
<ul style="list-style-type: none"><li>• <b><u>The Dual News Magazine:</u></b> One (1) full page advertisement in each issue of the magazine*. A profile of company, product, services or owner <i>may be offered</i> including the above advertisement at the discretion of the DSAA.</li><li>• <b><u>Website:</u></b> One (1) full page advertisement as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li><li>• <b><u>Website Members Only Page:</u></b> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li><li>• <b><u>DSAA International Convention:</u></b> Two (2) exhibit booth spaces*; a Sponsorship of a major event; three (3) complete admissions to all functions*; full size black &amp; white advertisement in the Program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li><li>• <b><u>Media Events:</u></b> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA</li><li>• <b><u>Mass E-Mailing:</u></b> Upon request, DSAA will e-mail its members addresses information about and for our Partners at the discretion of the DSAA once per quarter*.</li></ul>	<ul style="list-style-type: none"><li>• <b><u>The Duals Magazine:</u></b> One-half (1/2) of a full page advertisement* in each issue of the magazine*.</li><li>• <b><u>Website:</u></b> One-half (1/2) of a full page advertisement* as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li><li>• <b><u>Website Members Only Page:</u></b> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li><li>• <b><u>DSAA International Convention:</u></b> One (1) exhibit booth space*; a Sponsorship of a mid-level event; two (2) complete admissions to all functions*; one-half (1/2) of a full size black &amp; white advertisement in the program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li><li>• <b><u>Media Events:</u></b> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA.</li><li>• <b><u>Regional Seminars:</u></b> The DSAA has at least one (1) regional seminar at which all partners are invited to participate.</li><li>• <b><u>DSAA Board of Directors:</u></b> Representation by a DSAA Marketing and Business Relations Manager to the board.</li><li>• <b><u>Mass E-Mailing:</u></b> DSAA will E-Mail its members addresses information about and for our Partners at the discretion of the DSAA once per six Months*.</li></ul>	<ul style="list-style-type: none"><li>• <b><u>The Dual News Magazine:</u></b> One (1) full page advertisement in each issue of the magazine*. A profile of company, product, services or owner <i>may be offered</i> including the above advertisement at the discretion of the DSAA.</li><li>• <b><u>Website:</u></b> One (1) full page advertisement as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li><li>• <b><u>Website Members Only Page:</u></b> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li><li>• <b><u>DSAA International Convention:</u></b> Two (2) exhibit booth spaces*; a Sponsorship of a major event; three (3) complete admissions to all functions*; full size black &amp; white advertisement in the Program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li><li>• <b><u>Media Events:</u></b> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA</li><li>• <b><u>Mass E-Mailing:</u></b> Upon request, DSAA will e-mail its members addresses information about and for our Partners at the discretion of the DSAA once per quarter*.</li></ul>

\*updates available.

The DSAA reserves the right to make corrections or changes to the benefits and fees.

<p><b><u>Silver Level</u></b> CONTRIBUTION: SIX THOUSAND (\$6,000) DOLLARS</p>	<p><b><u>Bronze Level</u></b> CONTRIBUTION: THREE THOUSAND (\$3,000) DOLLARS</p>	
<ul style="list-style-type: none"> <li>• <b><u>The Duals Magazine:</u></b> One-half (1/2) of a full page advertisement* in each issue of the magazine*.</li> <li>• <b><u>Website:</u></b> One-half (1/2) of a full page advertisement* as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li> <li>• <b><u>Website Members Only Page:</u></b> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li> <li>• <b><u>DSAA International Convention:</u></b> One (1) exhibit booth space*; a Sponsorship of a mid-level event; two (2) complete admissions to all functions*; one-half (1/2) of a full size black &amp; white advertisement in the program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li> <li>• <b><u>Media Events:</u></b> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA.</li> <li>• <b><u>Regional Seminars:</u></b> The DSAA has at least one (1) regional seminar at which all partners are invited to participate.</li> <li>• <b><u>DSAA Board of Directors:</u></b> Representation by a DSAA Marketing and Business Relations Manager to the board.</li> </ul> <p><b><u>Mass E-Mailing:</u></b> DSAA will E-Mail its members addresses information about and for our Partners at the discretion of the DSAA once per six Months*.</p>	<ul style="list-style-type: none"> <li>• <b><u>The Dual News Magazine:</u></b> One-quarter (1/4) of a full page advertisement in each issue of the magazine*.</li> <li>• <b><u>Website:</u></b> One-quarter (1/4) of a full page advertisement* as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li> <li>• <b><u>Website Members Only Page:</u></b> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li> <li>• <b><u>DSAA International Convention:</u></b> One (1) exhibit booth space*; a Sponsorship of a minor event; one (1) complete admission to all functions*; one quarter of a full size black &amp; white advertisement in the Program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li> <li>• <b><u>Media Events:</u></b> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA.</li> <li>• <b><u>Regional Seminars:</u></b> The DSAA has at least one (1) regional seminar at which all partners are invited to participate.</li> <li>• <b><u>DSAA Board of Directors:</u></b> Representation by a DSAA Marketing and Business Relations Manager to the Board.</li> <li>• <b><u>Mass E-Mailing:</u></b> DSAA will e-mail its members addresses information about and for our Partners at the discretion of the DSAA once per year*.</li> </ul>	

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