



NEWARK REGIONAL
BUSINESS PARTNERSHIP

2020 Events Calendar & Sponsorship Opportunities Guide



A Message to our Members

NRBP's diverse membership roster is 400 members strong and comprised of individual entrepreneurs, non-profits, Fortune 100 corporations, professional firms, institutions and more. The diversity of our community is our strength. And through our strength, we are a driving force for continued growth and progress in supporting the city of Newark, this region and each other.

As an organization that values diversity and inclusion, we are also mindful that our contributions can and should make a difference beyond our membership and the business community at-large, engaging those residents who call Newark their home. NRBP recognizes that more needs to be done to bring opportunity to underrepresented groups and to inspire understanding of and purposeful communication with people whose life experiences are different from our own. This recognition, along with the feedback from our independent member survey, prompted us to launch the Diversity, Equity and Inclusion Initiative in 2019.

This year, we will build upon our diversity and inclusion programs by continuing our intercultural lunches and offering additional education that informs attendees of the business case for diversity and inclusion and that expands upon our unconscious bias workshop and pilot training program. Your enthusiasm convinces us that we play an important role by heightening awareness, influencing behavior, creating more effective enterprises and changing lives for the better.

Our other events will include speakers who spotlight Newark's ongoing progress as an outstanding place to visit, work and live. We will provide insight to real estate development, workforce trends, technological advances and more. Networking with industry influencers takes place at all of our gatherings and is the sole focus of our lunch and evening mixers.

We will continue to advocate for public policies and initiatives that strengthen our business infrastructure and make the Newark region more competitive.

NRBP staff will continue its earnest efforts to connect you with people and information that can add to your organization's success.

And let's not forget that Newark's next generation of business owners may get their start through our after school Young Entrepreneurs Academy (YEA!), now in its fifth year.

Our Board of Directors is proud to represent you and is committed to ensuring that NRBP is Connecting Business for a Greater Newark. We thank you for your support and look forward to a great year.



Calvin Ledford, Board Chair, Newark Regional Business Partnership
Director of External Affairs - North, PSEG



Chip Hallock, President & CEO, Newark Regional Business Partnership



CALENDAR 2020

*NRBP's calendar is planned nearly a year in advance and is subject to change.
Please visit www.web.newarkrbp.org/events for current dates, topics and venues.*

January/February

January 23	Evening Networking at Murphy Varnish Lofts
February 6	Newark Insiders Forum
February 13	Intercultural Lunch
February 20	NJ Devils Networking

March/April

March 3 or 5	Real Estate Market Forecast
March 10	Diversity, Equity, and Inclusion Training
March 24 or 31	Annual Reception and Dinner
April 23	Evening Networking at Ironside Newark
April 29 or 30	Eye Opener

May/June

May 11	Transportation Awards Breakfast
May 19	Spirit Cruise and Business Card Exchange
June 3 or 4	Intercultural Lunch
June 17 or 18	Eye Opener

July/August

July 22	Let's Do Lunch at Nico Kitchen+Bar
August 5 or 6	"Cool" Summer Networking

September/October

September 14	Annual Outing at Roxiticus Golf Club
September 23 or 24	Intercultural Lunch
October 14 or 15	Regional Economic Outlook
October 28	Evening Networking

November/December

November 5	Eye Opener
November 23	Transportation Symposium at the Best Western Robert Treat Hotel
December 9	Annual Meeting & Holiday Reception

Notes:

- 1. NRBP events are organized for the benefit of our members. Prospective members may be invited to select events during a 90-day introduction with membership required for notification and attendance at events beyond that period.*
- 2. Dates subject to change. Please contact NRBP for updates.*
- 3. Cancellation in writing required at least 2 business days prior to the event for refund. No shows will be billed.*
- 4. Events are in Newark unless otherwise noted at www.web.newarkrbp.org/events.*

NRBP is an official ChamberLink partner, a new reciprocal discount program with New Jersey Business and Industry Association (NJBIA). Members of NRBP can attend NJBIA's events at their member rate and vice versa. Members are also eligible to receive Capitol Memo, NJBIA's weekly email providing updates from Trenton on policy issues relating to business.

For more information about NRBP events, ChamberLink and more, visit [web.newarkrbp.org/events](http://www.web.newarkrbp.org/events).



EVENT SPONSORSHIP OPPORTUNITIES OVERVIEW

Event sponsorships are a high value, high visibility way to let others know about your company. NRBP devotes one-on-one attention to assist members in selecting options that fit within any budget and that may satisfy one or more of the following goals:

- Increase visibility and enhance general marketing
- Target marketing during specific times of the year
- Announce a new service or product line
- Re-brand an organization
- Foster a regional or NJ identity
- Demonstrate support for NRBP

NRBP members may purchase sponsorships at the Series Sponsor, Event Sponsor and Table Sponsor levels for most events. Host Sponsor opportunities are also available. Host sponsors provide food, beverage and venue in lieu of payment. Please see page 13 for our Special Events rates and program information.

SPONSORSHIP LEVELS, PRICING AND BENEFITS

Event Sponsorship - \$1,500 - \$6,000

NRBP event sponsorships are NOT industry category exclusive, unless otherwise noted.

Benefits:

- Acknowledgement in all announcements, including the NRBP ad in *The Star Ledger*
- Display table space, listing in program, and signage at the event
- Prominent website recognition
- 5 – 10 attendees
- Access to electronic attendee list (includes all information except email)
- Logo on NRBP website and in end of year Sponsorship Guide and Event Calendar

Series Sponsorship (limit of 1 per series) - \$7,000

Series Sponsor opportunities are available for the Real Estate, Economics and Development Series and the Eye Opener Series. Series Sponsorships are for a term of one year and cover all events within a series and provide members with the most visibility.

Benefits:

- Events sponsor benefits PLUS
- Series naming rights
- Prominent acknowledgement in all announcements
- 5 attendees per event for each event in the series
- Opportunity to provide opening remarks

To purchase a sponsorship or if you have questions, please contact Barbara E. Kauffman, Executive Vice President & COO, (973)-242-4219.

MAKE CONNECTIONS, SAVE MONEY AND RAISE YOUR VISIBILITY

NRBP recognizes that your time is valuable and there are many events competing for your attention. We offer ways to connect that give you access to information and connections to help you to succeed:

1. Member Care services are tailored to the specific individual company needs through in depth conversations and connections to people, information and resources that will help them succeed.
2. Save on technology items and office supplies through the Office Depot National Chamber Program.
3. Advertise with NRBP to spotlight your company in the year-long Sponsorship Guide, on NRBP's website, www.newarkrbp.org, and in our *Member Update* email, distributed bi-weekly. Guide and website advertising ranges from \$100 - \$2,000.
4. Submit member news for inclusion in our *Member Update* email and submit articles for inclusion on our blog.
5. Meet us online: Search for Newark Regional Business Partnership on Facebook and LinkedIn and @NewarkRBP on Instagram and Twitter.

For more information about the Office Depot Discount Program, web/print advertising, and to submit member news and blog content, please contact Maya Curry, Communications Director, mcurry@newarkrbp.org.

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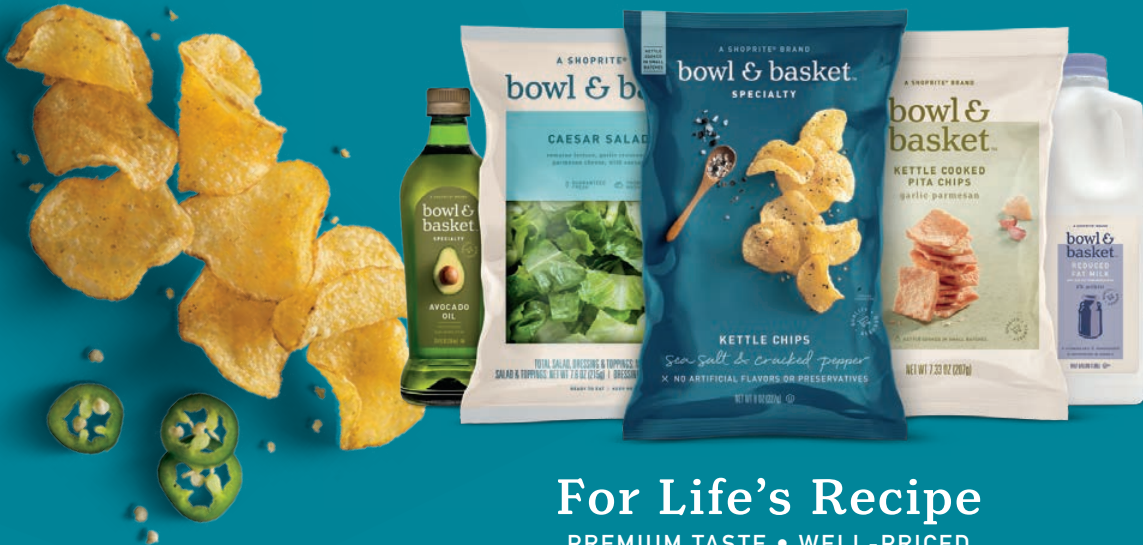
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Real Estate, Economics and Development Series (REED)

The REED Series includes topics and events that have interest both for the real estate community and a general business audience looking for ancillary opportunities that may stem from economic development projects. NRBP carries out its mission to “Connect Business for a Greater Newark” through supporting initiatives that expand economic opportunities in the City of Newark and the region.



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Real Estate Market Forecast

March 3 or 5

NRBP's annual market forecast highlights Newark's resurgence from real estate and development perspectives. A lively panel discussion, providing information on new projects and those in progress, and an economic update are the highlights at this informative program.

Regional Economic Outlook

October 14 or 15

A noted economist offers an update for the regional, state and national economy. A panel comprised of representatives from a variety of industries discuss their particular sector and opportunities they see going forward.

Transportation Symposium

November 23

Designed for the general business audience and transportation professionals, the symposium offers informative updates on transportation projects in all modes and looks at implications for economic development.

Business Connection Series (BCS)

NRBP brings members to a variety of venues and collaborates with other organizations to provide an opportunity for members to meet and pursue business with a diversity of companies. At all events, NRBP staff and NRBP Ambassadors are on hand to help members meet new customers and clients.

Intercultural Lunch

February 13, June 3 or 4, and September 23 or 24

The Intercultural Lunch Series features guest speakers and cuisine representing people of different national origins or different religious groups. This enlightening lunch series promotes greater understanding of different cultures through networking and guest speakers. Previous programs have highlighted Islam, Portugal, and the LGBTQ+ community.

Networking Events

January 23, February 20, April 23, July 22, August 5 or 6, October 28

We will return to some favorite spots such as Nico Kitchen + Bar and new ones to be announced. Events include lunch and after hours' gatherings.

Newark Insiders Forum and Eye Opener Series

February 6, April 29 or 30, June 17 or 18, November 5

The Newark Insiders Forum and Eye Opener Series feature leading companies and individuals that are helping to create a climate conducive for business growth in Newark and throughout northern NJ. Thematic programs address topics such as education and business profiles. Other programs focus on neighborhood redevelopment, economic issues and creating a culture of health. Speakers include Newark's Mayor, other leaders from government, non-profit and the private sector whose actions have an impact on communities throughout northern NJ.



Eye Opener Series Sponsor



SPECIAL EVENTS

Newark Regional Business Partnership has created several signature events that are highlights of our program year. These events are critical to NRBP and offer premier opportunities for business-to-business networking as well as visibility for sponsors.

Annual Reception and Dinner

March 24 or 31

This annual gala benefits the 501(c)(3) Renaissance Newark Foundation and allows NRBP members to enjoy networking in an elegant setting. Gathered for this formal yet exceptionally interactive affair are over 200 of the region's business and community leaders. The Kevin J. McKenna Leadership and Partner Awards are presented in a brief, tasteful ceremony. This is a highly anticipated event so make your reservations early. Gifts are gratefully accepted for a small but high quality silent auction. Donations to the Foundation are welcome and encouraged.

Annual Outing at Roxiticus Golf Club

September 14

NRBP returns to Roxiticus Golf Club, a beautiful and challenging course in Mendham. The course is available on rare occasions to outside organizations and the chance to play at Roxiticus attracts leadership from the region's prestigious companies. This event is always a sell out, so early registration is recommended. The annual outing benefits the 501(c)(3) Renaissance Newark Foundation, NRBP's charitable foundation dedicated to NRBP's economic development efforts in the Newark region. In addition to golfing, donations are welcome and encouraged.

Transportation Awards Breakfast

May 11

NRBP has celebrated National Transportation Week each year by honoring distinguished individuals in all segments of transportation for their contributions to the industry. Again, NRBP and its Transportation Council will honor individuals who have helped to improve the region's transportation network.

Annual Meeting and Holiday Reception

December 9

NRBP hosts its holiday reception immediately following the brief annual meeting so that Board members and members at large can meet and network with each other. This is a special opportunity to get a preview of the coming year for NRBP and to enjoy holiday festivities. Sponsors are important for this event to defray the cost of attendance for two guests from each member company. Reception Sponsorships are available at a special rate to allow member companies at all budget levels the opportunity to participate.

Spirit Cruise and Business Card Exchange

May 19

This popular event aboard the Spirit of New Jersey is always a sell-out, so early registration is essential. Join NRBP and other business organizations for a cruise and after-hours networking while viewing the New York skyline. Attendees know to bring plenty of business cards and co-workers for a fun and productive evening.

For more information or to purchase an Event Sponsorship please contact Barbara E. Kauffman, Executive Vice President & COO, (973)-242- 4219.

“As a new nonprofit organization in Newark, NRBP has been instrumental in our ability to connect with strong partners in the community, thereby growing our program through funding, volunteers, and awareness. They have facilitated key synergistic connections and relationships and have a keen understanding of the marketplace and our place in it. The opportunities for networking and learning are incredible.”

– Mary Robinson, Executive Director & Founder, Imagine, A Center for Coping with Loss



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