

TO: PROSPECTIVE CUSTOMER SERVICE AND SUPPORT PROFESSIONALS (CSSP) SPONSORS

FROM: THE OFFICERS OF THE CSSP ORGANIZATION

SUBJECT: MEETING SPONSORSHIP OPPORTUNITY AND PARTICULARS

The board members, who represent the Customer Service and Support Professionals, determined that it would be beneficial to our community to offer the opportunity to vendors to sponsor the monthly meetings in exchange for marketing their services and products.

#### MEETING SPONSORSHIP SCHEDULE

The Customer Service and Support Professionals hold numerous meetings per year. These meetings have an emphasis on contact centers and help desks.

There will be one sponsorship opportunity per instance.

#### WHAT'S IN IT FOR YOU

The incredible opportunities you get for a small investment:

1. **Newsletter advertisements.** We will place your advertising message, the same verbiage in 4-6 newsletters, at the top of the email communications prior to the month you sponsor.

Hundreds of companies, **The "Who's Who" of the Northwest**, as well as many in California, Oregon, and Canada, will see your messages.

2. **Marketing material shared at sponsored meeting:** Your marketing material can be made available for pick-up by attendees, at the meeting you sponsor.
3. **Resource published on the CSSP website:** We will publish one resource document or similar content rich document on the web resource page.

This published document must provide useful information to our readers, and can contain your marketing and contact information. The material must not be an advertisement. It must offer value to the readers.

4. **Posting on Home Page of the CSSP website.** The CSSP home page will list your sponsorship until the month passes, typically ranging from 45-60 days.
5. **Infomercial at the CSSP meeting hosted.** You have 2-3 minutes at the meeting to share information about your product and services. This helps meet you personally and know what you offer.

#### WHAT'S IN IT FOR US

Your contribution to our organization provides us funds to ensure we bring in the best speakers and trainers and can offer free attendance to the CSSP meetings.

The sponsor provides the refreshments (drinks and snacks) to contribute to an enjoyable meeting experience. The information published on our website provides valuable resource data for our community.

#### WHAT SPONSORSHIP IS NOT

Kindly intended as stated, and with respect to our member's desires, our meetings are NO-SELL ZONES, with the exception of you putting out marketing materials and delivering a short infomercial.

Sponsorship does not afford the right to solicit or sell to our attendees directly or indirectly. The goal is to educate and keep our community well informed by providing them with resources and white papers. It is also our desire to help our community know what you have to offer that will contribute to their efforts to provide an incredible customer experience.

When our members identify a specific need, you could be one of the first people they call by knowing who you are, that you are a supporter of the local community from your generous gift by providing the meeting refreshments, and that you are a key contributor to our organization's funds to bring in future educational opportunities.

Simply stated, if they ask for your card or more information from you, they have given you permission to call on them outside of the meeting. They **must** make the first approach and not vice versus, with no exceptions.

If we hear of any violations, the vendor(s) violating both our sponsorship and no-sell zone meeting criteria will promptly be removed from our database, from all future marketing opportunities, and encouraged not to attend future meetings. This may sound harsh, but the meetings have been designed to be a safe place for our attendees to openly share information without the fear of solicitations.

#### INVESTMENT

Your sponsorship investment is \$495.00, plus refreshments at the meeting you sponsor.

#### HOW TO PROCESS SPONSORSHIP

Simply email Ivy Meadors at [ivy@hthts.com](mailto:ivy@hthts.com) if you are interested in being a CSSP sponsor.

Please make out your check to "High Tech High Touch Solutions, Inc." You can mail the check to:

Tech High Touch Solutions, Inc  
PMB 426  
14241 NE Woodinville-Duvall Rd.  
Woodinville, WA 98072

Funds are used to manage the CSSP meetings and purchase training for the community.

*Note: We accept cash, checks or credit cards.*