



Sponsorship Kit

What is the NASE?

The National Association for the Self-Employed (NASE) is the nation's leading resource for America's smallest businesses. The NASE was founded in 1981 and is focused on providing a comprehensive range of how-to resources and business benefits to help entrepreneurs and their small businesses succeed in an increasingly competitive marketplace.

The NASE supports micro-businesses, those with fewer than ten employees, by becoming their partner for small-business success. The NASE offers the self-employed guidance and solutions to challenges business owners face at every stage of their business, from inception to conclusion. The association's one-stop shop of cost-saving business benefits and educational resources provides America's smallest businesses with tools they need to start, run and grow their businesses successfully. Through the NASE's powerful legislative advocacy program, the organization also offers small-business owners a seat at the table on Capitol Hill regarding laws and policies that affect their business and our nation's economy.

About NASE Membership

The NASE offers several membership options, including the Annual Membership (\$120/year), Veteran Membership (\$99/year) and Student Membership (\$25/year). The primary benefits offered to members are:

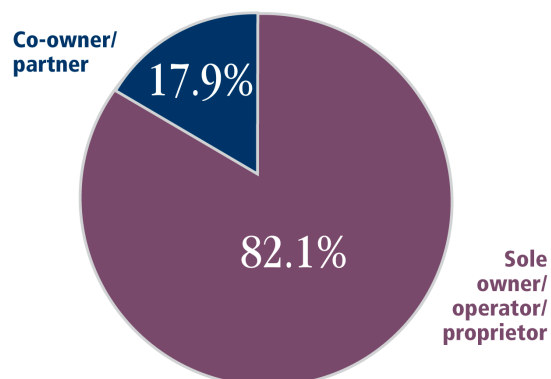
- Free 24/7 online access to tax, legal, finance and business experts to get business questions answered confidentially from trusted experts
- Growth Grants® for business development of up to \$5,000
- Succeed Scholarships® for continuing education and training of up to \$4,000
- Free access to the NASE Business Learning Center's educational and business resources
- Up to 32 percent savings on shipping with UPS
- \$50 in savings coupons with new Costco membership
- Access to affordable health and auto insurance
- Included \$10,000 Term Life insurance
- High quality, low-cost design for websites and web hosting as well as printing
- A powerful voice in Washington, representing the best interests of the self-employed

For more information, visit **NASE.org**.

Who are NASE Members?

The NASE has 50,000 dues paying members, representing more than 150,000 business owners, their employees and their families, creating a very attractive and sought-after community of professionals. The significance and diversity of the membership is illustrated below.

Ownership Interest in the Business*



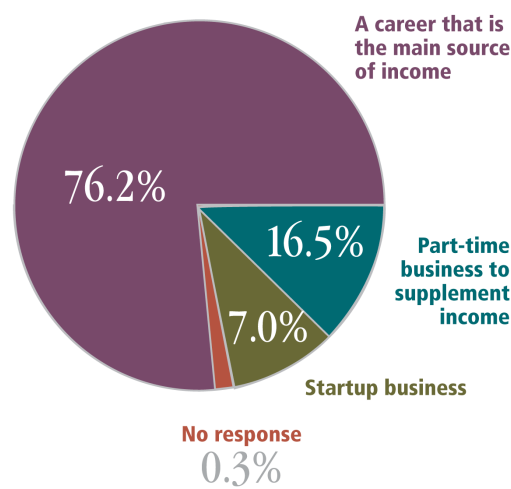
Number of Employees*

One (self only)	56.8%
Two	24.5%
Three	7.1%
Four	4.4%
Five	2.9%
Six	1.5%
Seven	0.8%
Eight	0.7%
Nine	0.6%
Ten	0.6%

Gross Sales*

2011 Survey	
Less than \$10,000	11.2%
\$10,000 – \$24,999	8.5%
\$25,000 – \$49,999	14.3%
\$50,000 – \$74,999	12.8%
\$75,000 – \$99,999	9.7%
\$100,000 – \$199,999	17.8%
\$200,000 – \$299,999	6.8%
\$300,000 – \$499,999	6.3%
\$500,000 – \$749,999	2.8%
\$750,000 – \$999,999	1.7%
\$1 million– \$2.5 million	1.8%
\$2.6 million– \$4.9 million	0.5%
\$5 million+	0.4%
No response	5.5%
Median	\$87,500
Average	\$207,594

Company Intent*



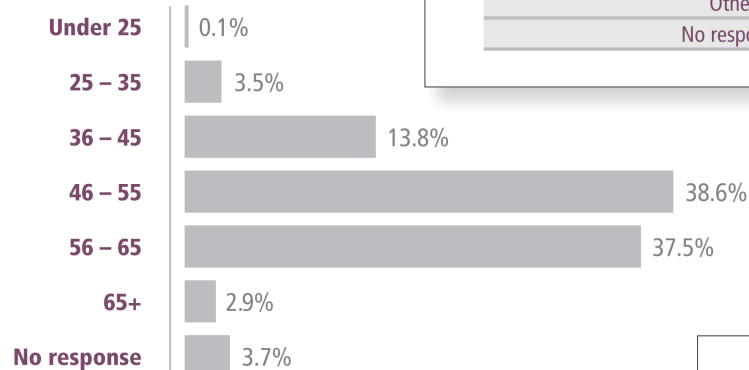
*Access to Health Coverage and Attitudes on Health Reform: A Self-Employed Perspective

Who are NASE Members? *(continued)*

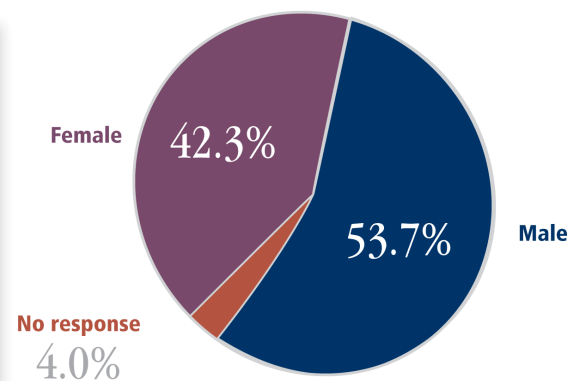
Business Organization*

	2011 Survey	Average number of employees	Average 2010 gross sales
Sole proprietorship	56.3%	1.5	\$106,377
Corporation (Chapter S)	17.6%	2.7	\$360,688
Limited liability company (LLC)	17.4%	2.2	\$215,807
Corporation (Chapter C)	4.9%	3.0	\$644,375
General partnership	1.8%	2.5	\$306,323
Limited liability partnership (LLP)	0.9%	3.4	\$644,882
Limited partnership	0.5%	3.3	\$547,450
Other (*)	0.5%		
No response	0.2%		

Age*

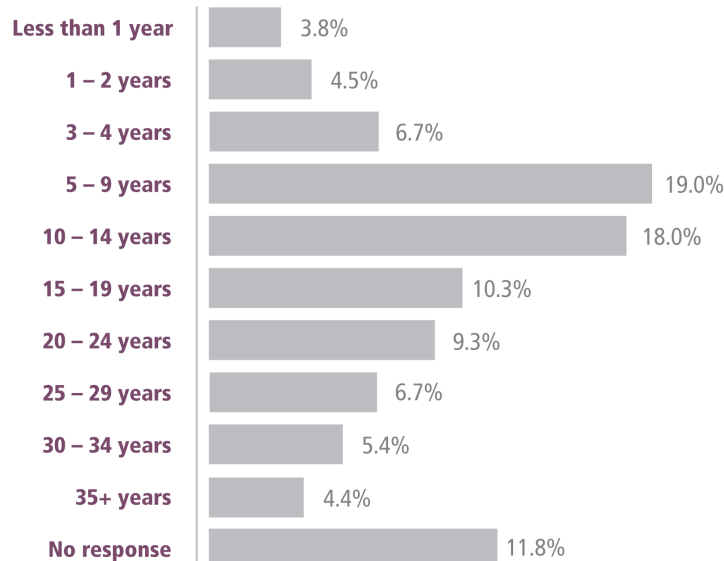


Gender*



Business Longevity*

How many years has your business been in operation?



*Access to Health Coverage and Attitudes on Health Reform: A Self-Employed Perspective

Who are NASE Members? *(continued)*

Business Descriptions**	
	Response Percent
Agriculture/Forestry/Fishing	4.1%
Arts/Entertainment	4.3%
Automotive Sales/Repair	0.9%
Communications	1.5%
Construction/Remodeling/Home Repair	10.2%
Electric/Gas/Sanitary Services	0.4%
Finance/Insurance/Real Estate	3.3%
Food Services	2.4%
Health/Medical	6.9%
Landscaping	1.3%
Legal	1.9%
Manufacturing	1.5%
Retail	5.4%
Services – Business/Professional/Consulting	26.6%
Services – Personal Services	5.9%
Transportation	2.6%
Wholesale Trade	0.7%
Other (please specify)	20.1%

**The NASE Member Demographic Survey 2012

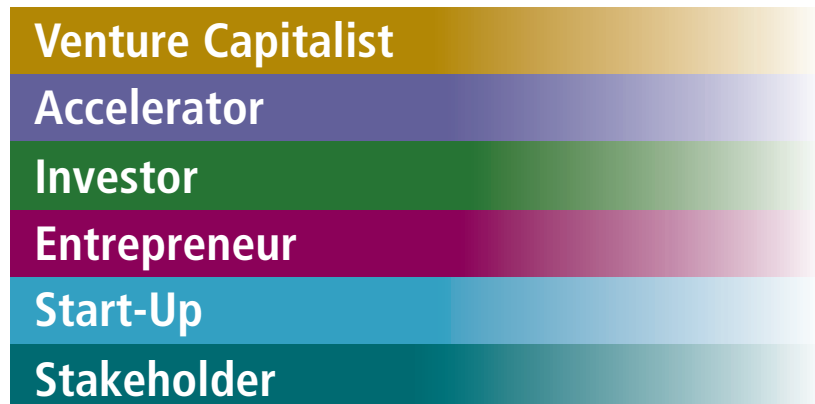
NASE Sponsorship Reaches the Self-Employed

With more than 50,000 members, it is clear that the NASE is a leading voice for this distinct demographic of professionals. The NASE's membership is as varied as the self-employed community itself.

There are a number of resources small businesses can turn to for help, from the SBA to online resources provided by a number of companies and publishers. However, the NASE is the only association to focus exclusively on the needs of the self-employed business owner and "micro-businesses" with fewer than 10 employees. With the knowledge and understanding that comes from focusing on this unique segment for over two decades, the NASE is in a unique position to provide the education and support that these business owners need.

Furthermore, during the association's history, its membership has seen a shift to include more service- and information-based businesses. This shift is reflective of trends in the broader economy. Over time, there also has been a trend toward younger workers entering self-employment, which is a domain that tended to belong more to older workers who had built up enough capital to go into business for themselves.

NASE Foundation Sponsorship Opportunities



Venture Capitalist \$100,000

- Name and logo on most prominent pages of the NASE website
- Company featured throughout an entire issue of Self-Informed, content focused on a topic of choice
- Name and logo on 12 monthly issues of Self-Informed e-newsletter and one mailed issue of Self-Informed
- Video email message to NASE Members

Choice of one of the following sponsorships:

Scholarship/Award Sponsorship	Webinar Sponsorship	Research Sponsorship	Toolkit/Guide Sponsorship
<ul style="list-style-type: none"> • Naming opportunities for scholarships and awards 	<ul style="list-style-type: none"> • Partner with the NASE in the development of new webinar topic • Naming opportunity for webinar series • One minute speaking opportunity during educational webinar • Recognition during educational webinar and in all promotions 	<ul style="list-style-type: none"> • Partner with the NASE in the development of a new research report • Naming opportunities for research reports • Survey participants may opt-in to receive sponsor email 	<ul style="list-style-type: none"> • Naming opportunities for Toolkits/Guides • Recognition as sponsor of Toolkit/Guide

- Feature article in special edition of Self-Informed e-newsletter mailed to 25,000 members
- Business Name, logo, and description in Self-Informed e-newsletter to 25,000 members
- Recognition on the NASE website
- Email alert to 25,000 members
- Recognition in Small Business Locator online Directory
- Right to use the NASE Foundation logo in donor's materials and website

(continued)

Accelerator \$50,000

Choice of one of the following sponsorships:

Scholarship/Award Sponsorship	Webinar Sponsorship	Research Sponsorship	Toolkit/Guide Sponsorship
<ul style="list-style-type: none">Naming opportunities for scholarships and awards	<ul style="list-style-type: none">Partner with the NASE in the development of new webinar topicNaming opportunity for webinar seriesOne minute speaking opportunity during educational webinarRecognition during educational webinar and in all promotions	<ul style="list-style-type: none">Partner with the NASE in the development of a new research reportNaming opportunities for research reportsSurvey participants may opt-in to receive sponsor email	<ul style="list-style-type: none">Naming opportunities for Toolkits/GuidesRecognition as sponsor of Toolkit/Guide

- Feature article in special edition of Self-Informed e-newsletter mailed to 25,000 members
- Business Name, logo, and description in Self-Informed e-newsletter to 25,000 members
- Recognition on the NASE website
- Email alert to 25,000 members
- Recognition in Small Business Locator online Directory
- Right to use the NASE Foundation logo in donor's materials and website

Investor \$25,000

Choice of one of the following sponsorships:

Webinar Sponsorship	Research Sponsorship	Toolkit/Guide Sponsorship
<ul style="list-style-type: none">Naming opportunity for webinar seriesOne minute speaking opportunity during educational webinarRecognition during educational webinar and in all promotions	<ul style="list-style-type: none">Partner with the NASE in the development of a new research reportNaming opportunities for research reports	<ul style="list-style-type: none">Naming opportunities for Toolkits/GuidesRecognition as sponsor of Toolkit/Guide

- Business Name, logo, and description in Self-Informed E-newsletter to 25,000 members
- Recognition on the NASE website
- Email alert to 25,000 members
- Recognition in Small Business Locator online Directory
- Right to use the NASE Foundation logo in donor's materials and website

(continued)

Entrepreneur \$10,000

Choice of one of the following sponsorships:

Webinar Sponsorship	Research Sponsorship	Toolkit/Guide Sponsorship
<ul style="list-style-type: none">• Naming opportunity for webinar series• One minute speaking opportunity during educational webinar• Recognition during educational webinar and in all promotions	<ul style="list-style-type: none">• Partner with the NASE in the development of a new research report• Naming opportunities for research reports	<ul style="list-style-type: none">• Naming opportunities for Toolkits/Guides• Recognition as sponsor of Toolkit/Guide

- Recognition on the NASE website
- Email alert to 25,000 members
- Recognition in Small Business Locator online Directory
- Right to use the NASE Foundation logo in donor's materials and website

Start-Up \$5,000

Choice of one of the following sponsorships:

Webinar Sponsorship	Research Sponsorship	Toolkit/Guide Sponsorship
<ul style="list-style-type: none">• Recognition during educational webinar and in all promotions	<ul style="list-style-type: none">• Recognition in research reports	<ul style="list-style-type: none">• Recognition in Toolkit/Guide

- Email alert to 25,000 members
- Recognition in Small Business Locator online Directory

Stakeholder \$1,000

- Right to use the NASE Foundation logo in donor's materials and website

Sponsorship Form



YES! My company will be a sponsor of the NASE Foundation. We would like to sponsor the following item(s):

Item _____ Fee _____

Item _____ Fee _____

Item _____ Fee _____

Contact Information

Company Name _____

Name of Contact _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

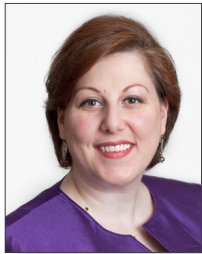
Email _____

Signature of Contact _____ Date _____

Please make all checks payable to: NASE Foundation

Tax ID#: 27-4825185
NASE Foundation
325 7th St, NW, Suite 250
Washington, DC 20004

Contact Us

**Kristie Arslan**

President
National Association for the
Self-Employed
karslan@NASEadmin.org
Phone: 817-251-6273
Fax: 682-549-0106

**Ron McNally, CAE**

Vice President Membership and Marketing
National Association for the Self-Employed
rmcnally@NASEadmin.org
Phone: 202-466-2100
Fax: 202-466-2123

**John K. Hearrell**

Director of Marketing
National Association for the
Self-Employed
jhearrell@NASEadmin.org
Phone: 817-251-6273
Fax: 682-549-0106

**Molly K. Nelson**

Member Communications Manager
National Association for the Self-Employed
mnelson@NASEadmin.org
Phone: 202-466-2100
Fax: 202-466-2123