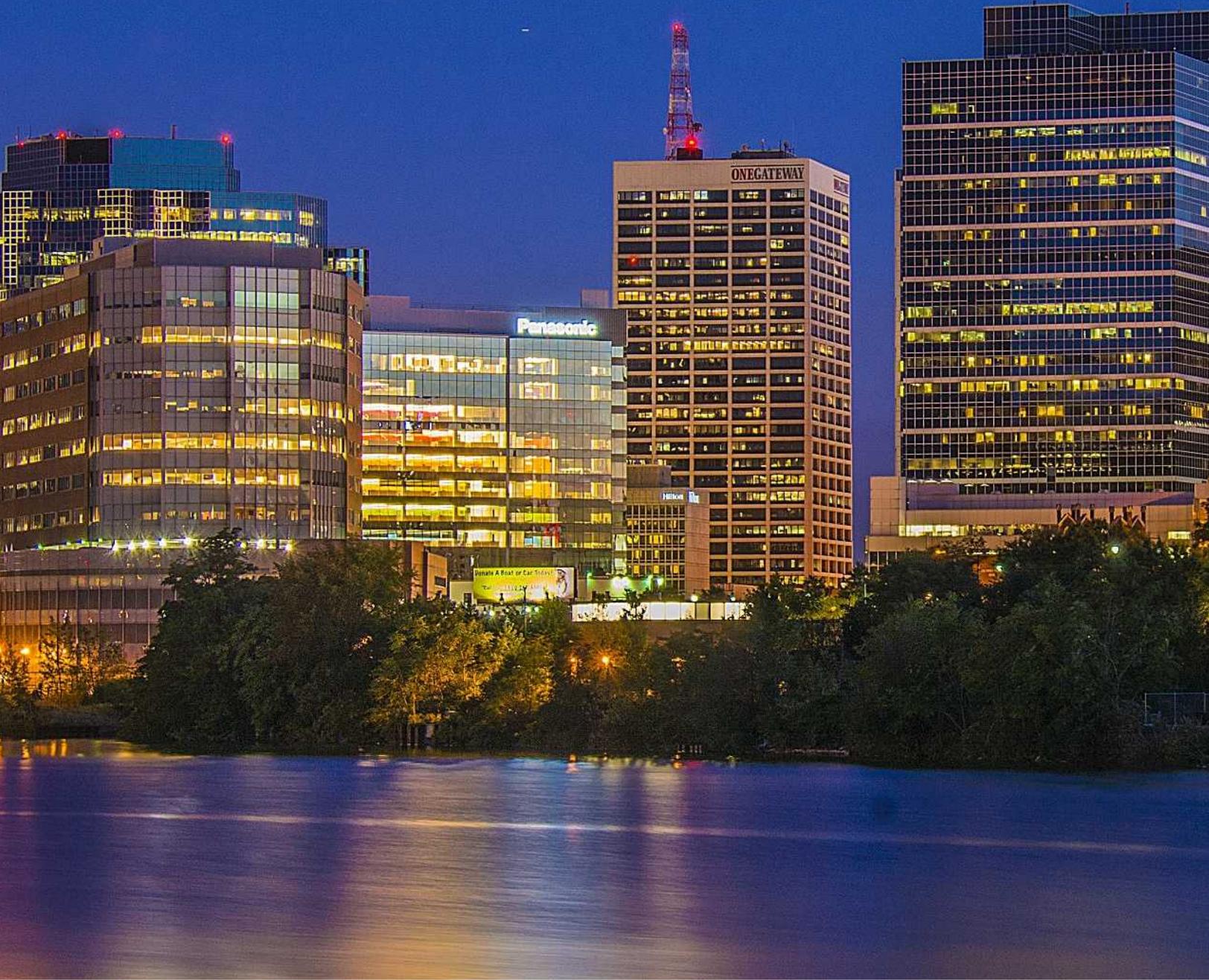




NEWARK REGIONAL  
BUSINESS PARTNERSHIP



*Events Calendar & Sponsorship  
Opportunities Guide*

**2017**



A Message to our Members:

As a bruising and prolonged presidential election gives way to New Jersey's gubernatorial campaign, we find ourselves confronted by an abundance of economic and social challenges that have created a great deal of uncertainty. That being said, the region's economy is showing some bright spots with positive momentum for the City of Newark yielding new possibilities for our members.

NRBP is your source to connect to and learn of new opportunities, stay informed about business trends and is also your advocate for policies and initiatives that add to our region's resurgence.

Last year, NRBP and many stakeholders worked together to increase and dedicate gas tax revenues to improve the transportation infrastructure upon which our region's businesses and workforce depend. This year, working with our Transportation Council we will promote the planning and construction of road and mass transit projects that will spur economic growth.

We also recognize that other infrastructure requires attention if we are to maximize growth opportunities. For example, NRBP supported the significant ongoing investment in the region's gas and electric delivery systems - much of it inspired by the devastation of Superstorm Sandy and the availability of low cost capital. Newark's water, sewer and stormwater systems require substantial investment to protect our health and well-being and NRBP intends to play a role to address the challenge.

Delivering value on your investment through member service is a cornerstone of our work. We pride ourselves on member introductions and sharing of information that help to build strong relationships and vital enterprises. Whether in person at events or via email or phone, our professional staff and Ambassadors Council are engaged and committed to making connections for you.

As for events, this sponsorship guide highlights NRBP's meeting, greeting and learning occasions throughout the year. All events are networking opportunities - we have a diverse membership of large and small organizations, in Newark and elsewhere in the metropolitan area. Most events are also programmed with information about Newark's continuing economic development and evolving business trends. We set a high standard for our programs that will be on display throughout 2017.

We hope you'll take a few minutes to peruse this guide and consider the events that merit your attendance and support.

On behalf of the NRBP Board of Directors and staff, we look forward to your partnership in making this year a great success Connecting Business for a Greater Newark.



Samuel Delgado, Board Chair, Newark Regional Business Partnership  
Vice President, External Affairs, Verizon



Chip Hallock, President & CEO, Newark Regional Business Partnership



# CALENDAR 2017

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

## January/February

January 25 Newark Insiders Forum: Public Safety in Newark at PSE&G  
February 9 Let's Do Lunch  
February 27 NJ Devils Networking

## March

March 7 Real Estate Market Forecast  
March 28 Annual Reception and Dinner  
or April 4 at The Great Hall

## April

April 5 Evening Networking  
or April 19  
April 26 Eye Opener: The New Reality of Healthcare at PSE&G

## May

May 15 Transportation Awards Breakfast  
May 23 Spirit Cruise and Business Card Exchange Aboard the Spirit of NJ

## June

June 7 Eye Opener at PSE&G  
June 20 Newark Insiders Forum at PSE&G

## July

July 19 Let's Do Lunch at Nico Kitchen+Bar

## August

August 2 Business Information Workshop: Non-Profits

## September

September 19 Business Information Workshop at PSE&G  
September 25 Annual Outing at Roxiticus Golf Club

## October

Oct 18 Regional Economic Outlook  
Oct 25 Evening Networking

## November

November 8 Eye Opener at PSE&G  
November 20 Transportation Symposium

## December

December 6 Annual Meeting & Holiday Reception

### Notes:

1. NRBP events are organized for the benefit of our members. Prospective members may be invited to selected 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. Event policy: cancellation in writing required 2 days prior to the event for refund or exchange for another program.
4. Events are in Newark unless otherwise noted at [www.newarkrbp.org](http://www.newarkrbp.org)

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**“NRBP events have provided our management team with unique insights into economic trends targeted for our industry and region, and are the best way for us to network with other professionals in the area.”**

*-Mitch Cahn, President, Unionwear*

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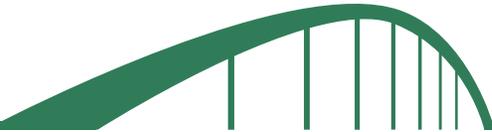
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## EVENT SPONSORSHIP OPPORTUNITIES OVERVIEW

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 12 for our Special Events rates and program information.

## SPONSORSHIP LEVELS, PRICING AND BENEFITS

### *Event Sponsorship* - \$1,500 - \$5,000

NRBP event sponsorships are NOT 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 (see event details)
- 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 Real Estate, Economics and Development Series and the Eye Opener Series. Series Sponsorships are for a term of one year, 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 admissions 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, (973)-242-4219.**

## MAKE CONNECTIONS 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:

- One-on-one Connections: Call or e-mail NRBP staff with specific needs and referral requests.
- Advertise with NRBP to spotlight your company in the year-long Sponsorship Guide, on NRBP's website, [www.newarkrbp.org](http://www.newarkrbp.org) and in our Connections Member Update email, presented bi-weekly. Guide and website Advertising ranges from \$100 - \$2,000.
- Submit member news for inclusion in our bi-monthly Connections Member Update email or submit relevant articles for inclusion on our blog.
- Meet us online: Search for Newark Regional Business Partnership on Facebook, LinkedIn, and Google+, @NewarkRBP on Twitter, and [newarkrbp.tumblr.com](http://newarkrbp.tumblr.com). Contact Maya Curry, Communications Assistant, 973-242-4229.
- Save on technology items and office supplies through the Office Depot National Chamber Program. **Contact Maya Curry at 973-242-4229.**



## 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 City of Newark and the region.



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### *Real Estate Market Forecast*.....March 7

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 18

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

### *Transportation Symposium*.....November 20

Designed for the general business audience and transportation professionals, it 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.

### *Spirit Cruise and Business Card Exchange*.....May 23

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.

### *Networking Events*.....February 9, February 27, April 5 or 19, July 19, October 25

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

### *Business Information Workshops (BIW)*.....August 2, September 19

These breakfast and lunch workshops give members a chance to share their expertise and provide valuable content on important business issues. Programs are selected based on member suggestions and using member talent. Topics vary with special focus on small companies.

## NEWARK INSIDERS FORUM AND EYE OPENER SERIES

Jan 25; Apr 26; June 7; June 20; November 8

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 the new reality of healthcare. Speakers include leaders from government, non-profit and the private sector whose actions have an impact on communities throughout northern NJ.



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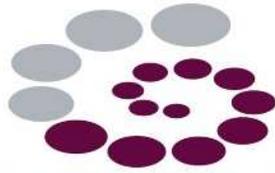
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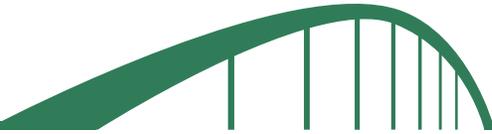
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## SPECIAL EVENTS

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

### *Annual Black-Tie Reception and Dinner* *March 28 or April 4*

This annual gala benefits the 501(c)(3) Renaissance Newark Foundation and allows NRBP members to enjoy networking in a dramatic setting, The Great Hall at Rutgers Newark, a new venue! Gathered for this formal yet exceptionally interactive black-tie 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.

### *Transportation Awards Breakfast* *May 15*

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 Outing at Roxiticus Golf Club* *September 25*

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. Golfers use this outstanding venue to entertain customers and clients. 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.

### *Annual Meeting and Holiday Reception* *December 6*

Annual Meeting and Holiday Reception.....December 6 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 with fellow members and Board members. Sponsors are important for this event to defray the cost of attendance for two guests from each member company. Reception Sponsorship(s) are available at a special rate to allow member companies at all budget levels the opportunity to participate.

### *Connect to Newark Tours* *Dates TBD*

Intended to expand members' knowledge and awareness of the significant City assets, progress, history, opportunities and challenges, the half-day experience includes an orientation, narrated tour, site visits and introductions to City government, civic and business leaders. Participants leave better connected to Newark. Watch for announcements regarding tours to be scheduled in 2017.

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

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**“I have found great value in the connections to the Newark region that NRBP has facilitated. Through high quality events, I get a better understanding of the growth of Newark and the passion of the leaders in the community.”**

*-Jonathan J. Kobza, Account Manager NJ/NY Metro, People Ready, a True Blue Company*

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