



Annual Sponsorship Prospectus

Contact: sponsor@theasbc.org | 410.449.5664

Annual visibility to businesses small, medium and large within an active and engaged Federal Contracting community that fosters learning, network building and business advancement.

Our community is full of **business owners, leaders and active contributors** that are seeking teaming opportunities, business services such as financing, legal and back office, distribution partners, federal contracting opportunities and more.

The ASBC Annual Sponsorship allows you and your business to **increase visibility** and create **trusted partnerships** with its followers and members.

Why Become an Annual Sponsor?



Target highly influential decision-makers within government contractors, federal systems integrators and OEMs



Grow your business with quality leads



Build visibility for your company in a competitive marketplace



Engage with companies seeking your services or partnership



Maximize your time through curated networking experiences with prospective customers

10k+

LinkedIn
Followers



2,700

Newsletter
Subscribers



18

Founding
Members

50+

Member
Only Events

40+

Annual Events &
Programs

\$5B+

Sub & Prime
Contract
Receivables



700+

Active Event
Attendees

150

Members of
The ASBC

Network with GovCon Influencers and Decision Makers

- Chief Executive Officer
- VP of Business Development
- Chief Growth Officer
- Program Manager
- Business Development Manager
- President
- Senior Vice President
- Chief Acquisition Officer
- Contracting Officer
- Chief Procurement Officer
- Program Executive Officer
- Marketing Manager
- Proposal Manager
- Director of Sales
- Chief Operations Officer
- Senior Director Public Sector, Channels
- Channel Manager
- Managing Partner
- Principal
- Capture Manager

“Reliable and tested information coupled with clarity, vision and execution make for an outstanding outlook for 2024.”

– LIZBETH WALKER, FOUNDER, CEO, QWALIFIZE STAFFING & CONSULTING

Past Sponsors



Partners

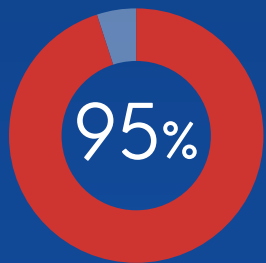


*“I want to thank the mastermind Guy Timberlake and his team at the The American Small Business Coalition for giving me the encouragement and opportunity to achieve outcomes as a member of The ASBC. Our growth saw a commendable increase of more than 20%, and a **significant portion of this success can be directly attributed to the program** we implemented based on learnings from The ASBC.”*

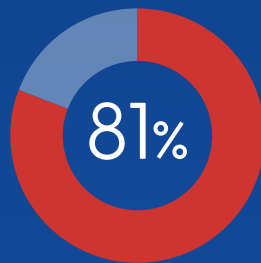
*– CHUCK DICKENS, FOUNDER/MANAGING DIRECTOR,
IT AVAILABILITY, LLC*



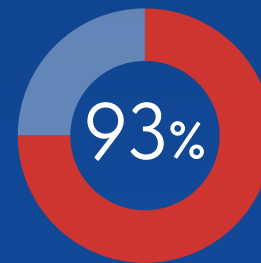
Whether you are strengthening your brand, reaching into new markets or making a first impression that could lead to a new piece of business, The ASBC Annual Sponsorship Program will provide you with the platform to help you achieve your goals.



of sponsors say engaging with The ASBC was **valuable and beneficial** for their company



of community and members look for 3rd party **service referrals** from The ASBC



of members say they are seeking **partnering opportunities**

ANNUAL

Premier Sponsorship

\$35,000 **5 Available**

- ★ Sponsor provided rotating ad on The ASBC websites
 - theasbc.org
 - Member Portal Homepage
 - Ability to switch out ad content quarterly
- ✓ Featured on Annual Patron landing page – logo, 25-word description, contact email and link to sponsor website
- ★ 30-second sponsor provided “tip” video to be shared to 9,000+ engaged followers 1/month
- ★ Registration lists from 20 events annually
- ★ Personal introduction to up to three companies of your choice – *Limited to Member companies and/or event attendees*
- ★ 1 Quarterly dedicated email blast to The ASBC database
- ★ Premier Annual Sponsor at FY25 Insight Summit - Bash
- ✓ VIP Green Room access during FY25 Insight Summit - Bash
- ✓ Logo visibility online and in-person during select The ASBC annual events
- ✓ Quarterly contribution of educational content to be hosted within The ASBC Member Portal
 - Pre-recorded 10-minute trainer video
 - 2-page best practices sheet
 - Market research
- ★ (1) Q&A Blog with Guy Timberlake to be featured in (1) monthly newsletter
- ★ 5 Annual Memberships in The ASBC
- ✓ Select number of discounted passes/tickets to The ASBC events
- ★ 20% off general registration for 2 Bootcamp seats annually

Exclusively for Annual Premier Sponsors ★

ANNUAL

Associate Sponsorship

\$15,000 **10 Available**

- ✓ Sponsor provided rotating ad to be featured within The ASBC member portal
- ✓ Featured on Annual Patron landing page – logo, 25-word description, contact email and link to sponsor website
- ✓ Sponsor Spotlight to be shared to 2,500+ engaged followers 1/month
- ✓ Registration lists from 5 annual events
- ✓ 1 Dedicated email blast to The ASBC database
- ✓ Associate Annual Sponsor at FY25 Insight Summit - Bash
- ✓ Logo visibility online and in-person during select The ASBC annual events
- ✓ Quarterly contribution of educational content to be hosted within The ASBC Member Portal
 - Pre-recorded 10-minute trainer video
 - 2-page best practices sheet
 - Market research
- ✓ 1 Featured article in The ASBC newsletter
- ✓ 2 Annual Memberships in The ASBC
- ✓ Select number of discounted passes/tickets to The ASBC events
- ✓ 20% off general registration for 1 Bootcamp seat annually

Let's Get Started! Contact us at sponsor@theasbc.org or 410.449.5664

