



# 2025

# Diamond & Platinum Partnership Overview

## What to Expect as a Diamond or Platinum Partner:

- **INCREASED RECOGNITION**
- **MORE MEMBER ENGAGEMENT**
- **FINDING YOUR TARGET AUDIENCE**
- **INCREASED VISIBILITY**
- **FIRST CHOICE OF SPONSORSHIPS**

Our Diamond & Platinum partnerships offer diverse sponsorship for the entire calendar year including an array of advertising, marketing, and networking opportunities (including but not limited to: monthly meetings, education, events, and digital marketing). The association hosts a variety of events attracting different audiences within our membership. In 2024, USAA offered over 100 varied education sessions for members to sponsor. Diamond and Platinum partners receive the opportunity to be apart of these events and education first, in addition to their increased visibility and promotion within our membership at large. Packages can be billed annually or bi-annually.

*Diamond Partnership: \$4000 annually*

*Platinum Partnership: \$2000 annually*

Benefits	Diamond Partners	Platinum Partners
Logos featured on Upperstate.org homepage & most viewed pages	✓	✓
Company ad in USAA Ed Center & throughout USAA offices*	✓	✓
Education Center Rentals **	3 (\$450 value)	2 (\$300 value)
Honored at USAA's Excellence Awards, recognition at monthly meetings via banner & slideshow	✓	✓
Membership 101 bags given to new members with your business cards, swag, & promotional materials	✓	✓
First right to all sponsorship opportunities (signature events, monthly meetings, & education)***	✓	✓
Sponsorship of 2025 Leadership Lyceum****	✓	
Send 2 representatives to a USAA board meeting to present on behalf of your company	✓	
Company logo listed at the bottom of all USAA emails	✓	

# Diamond & Platinum Partners

## *What's Included?*

**\*Diamonds:** shared pop up banner at office entrance, personalized large pop up banner ad displayed in education center + electronic signage slideshow in education center

**\*Platinums:** shared pop up banner at office entrance, + electronic signage slideshow in education center

**\*\*Diamonds:** 2 of your complimentary rentals may be gifted to other USAA members

**\*\*Platinums:** 1 of your complimentary rentals may be gifted to other USAA members

**\*\*\*Platinums:** receive first right to sponsorship 48 hours after Diamond Partners, & 72 hours before general membership

**\*\*\*\*Diamonds:** As sponsors of the 2025 Lyceum you will have your logos displayed on all promotion for lyceum. Leadership Lyceum meets 3x, and Lyceum Legends (events exclusively for lyceum grads) meets quarterly. Our lyceum class and alumni are rising/current leaders in our association. You will have the opportunity to present and provide lunch at one of these sessions on behalf of your company.

