

1 Purpose

This document explains the NJ SPIN sponsorship process- policies, procedures and practices- including sponsor benefits, levels, contacts, rational, duration, etc. Volunteer members provide many of the services. Sponsors provide all other resources, including but not only financial assistance, meeting space, refreshments, office supplies, door prizes, as well as duplication, administrative, computing and Internet services.

2 NJ SPIN Defined

North Jersey Software Process Improvement Network (NJ SPIN) offers a forum for free and open exchange of software process improvement experiences and ideas in an open, no-fee basis to the community. NJ SPIN programs provide a broad variety of discussions to help practitioners advance the art and science of software project management and software process improvement. Our objective is to promote software project improvement through an active program of networking and presentations, as well as partnering with similar groups. We meet the 3rd Wednesday of the month, September through June, except December. For more information visit our website, www.NJSPIN.org.

3 Policy

The following policies aim to enhance the NJ SPIN forum and their activities to allow sharing of ideas, best practices and real world experiences among process improvement leaders and practitioners.

1. Sponsors need to be knowledgeable of and follow the SPIN sponsorship policies.
2. Sponsorship policy can be changed at any time by SPIN Executives.
3. Sponsorship and SPIN leadership should not have a business/market conflict of interest. SPIN's are market neutral organizations. This point of view needs to be respected by all participants.
4. Sponsors shall limit direct or indirect Sales and Marketing interactions with SPIN leaders and members to sanctioned activities, for example:
 - a. Group introductions. They should be done by SPIN Executives only.
 - b. Sponsor literature distributions in SPIN designated areas and times.
 - c. Written agreement to use/ access SPIN resources/ activities e.g., web site, email, roundtables, etc.
5. Sponsors shall assume that no additional Sales and Marketing activities are approved without express consent from a SPIN Executive. If in doubt, assume it is not approved.
6. Sponsors' gifts are generously donated with no guarantee(s).
7. Benefits of sponsorship, for example meeting announcements, introduction, booths, literature distribution, roundtables, website content, symposium admission, etc, as well as criteria used to apply

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benefits maybe changed at any time as determined by SPIN Executives. Sponsor benefit selection, done by the NJ SPIN executives, uses but is not limited to the following criteria

- a) latest instance your organization received a specific benefit in the previous 12 months
- b) sponsorship level and total donation within a year
- c) ability to hold meeting/symposium with regard to changes, cancellation, etc
- d) numbers of sponsors requesting a specific meeting

4 Benefits

4.1 How Sponsorship Helps NJ SPIN

Your gift provides resources, the most direct benefit, as well as support in other ways:

Our Relationship	To fulfill our mission, we maintain contact with the organizations that employ our members. We do this, in part, through relationships with our sponsors.
Connections to Our Members	Whether you employ our members, work with them, or provide services they use, we want to support your connection to our members. We believe that this connection promotes understanding among people who benefit from process improvement.
Flow of Ideas	By opening our forum to organizations through sponsorship, as well as to individuals through membership, we enhance the flow of ideas, a key element of any process improvement culture.

4.2 What NJ SPIN Offers

Your decision to sponsor NJ SPIN depends in part on what you hope to achieve through sponsorship. Here are some of the benefits that are available to you:

Expertise	Our speakers, our members, and our sponsors seek to learn about and share the latest methods and ideas. Sponsors connect with leading thinkers, leading institutions, and leading practitioners of software engineering. Meeting attendance maintains certifications through Continuing Education Units (CEUs) for many organizations.
Action	Sponsorship makes a statement to your own software community that you support software process improvement not only in your own organization, but also in the community at large. Your contribution enhances the “Jim Heil Memorial Software Process Improvement (SPI) Award” which supports professionals in job transition situations and students endeavoring in software process improvement.
Awareness	Sponsorship increases awareness of your organization among our speakers, members and guests.
Recognition	We acknowledge our sponsors at every event, in our publications, and on our Web site. Sponsorship helps you position and link your organization as a responsible member of

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the software community.

Networking We introduce our sponsors to members and speakers who share their interests.

Tax Deduction Contributions to North Jersey SPIN are tax-deductible. Each contribution is accessed and a receipt is given for tax deduction purposes. This allows sponsors to gain benefit from their support.

4.3 Thank-you Premiums

NJ SPIN offers “Thank-you” Premiums as incentives for formal support. Thank-you Premiums’ type and instances are listed in Table 1 and explained in “4.3.1 Thank-you Premium Details”

Thank-you Premiums	Angel	Benefactor	Contributor
Website Lists Name, Logo and Link	√	√	√
Meeting Introduction	√	√	√
Meeting Announcement including Name, Logo and Link	√	√	√
Meeting Literature Distribution	√	√	√
Meeting Booth	4X/yr	1X/yr	
Meeting Roundtable			
Symposium/Conference admission	2X/yr	1X/yr	
Symposium/Conference Booth	1X/yr		

Benefit table numbers indicate instances per year for example 4X/yr.

If number associated with multiple benefits, sponsor decides how many instances of each benefit. For example an Angel sponsor may have a Meeting Booth or Roundtable 4 times in a year or any combination.

Table 1 Thank-you Premiums Types and Instances

4.3.1 Thank-you Premium Details

All sponsor benefits conform to the NJ SPIN sponsorship policies.

Website Lists Name, Logo and Link

All sponsor organizations have their name, logo and a link on the NJ SPIN website. The logo and link have to be provided/ updated by the sponsor to their NJ SPIN representative.

Meeting Introduction

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At meetings, the facilitator introduces the sponsoring organizations. Since sponsors are mentioned by name, NJ SPIN limits the number of sponsors. If in attendance, a sponsor representative is introduced.

Meeting Announcement Includes Name, Logo and Link.

When meeting announcements are sent, typically 2 per meeting, sponsors are indicated for those who sponsor that specific meeting as well as our Angel sponsors. The sponsor's logo and a link, if provided, can be included in the announcements.

Meeting Literature Distribution

At meetings, organizations sponsoring the meeting and our Angel sponsors can provide and maintain literature in a designated area.

Meeting Booth

At meetings, sponsor organizations may prearrange for an area that the sponsor's representative will staff to discuss their organization, products and services, hand out literature and information. Booths can be active before, after and during breaks in the meeting.

Meeting Roundtable

At meetings, sponsor organizations may prearrange for direct access to our members via a roundtable discussion. Roundtable topics must be added-value to our members, and of a professional, non-commercial nature.

Symposium Admission

Sponsor organizations, at the indicated levels, receive a free admission to the NJ SPIN associated symposiums.

Symposium Booth

Sponsor organizations may prearrange for an area that the sponsor's representative will staff to discuss their organization, products and services, hand out literature and information at NJ SPIN associated symposiums.

5 Levels

Support of NJ SPIN is appreciated at any level. Formal support has 3 levels, Angel (\$4000 donation), Benefactor (\$1000 donation) and Contributor (\$250 donation) accounting for support given in a calendar year.

Level	Support
Angel	\$4000
Benefactor	\$1000
Contributor	\$ 250

One calendar year term of sponsorship.

Table 2 Sponsor Levels

Sponsorship

6 References

ID #	Reference	Owner	Comments
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Table 3 References

7 Revision History

Rev ID	Author	Reason
001	Tom Brankner	Initial Document.

Table 4 Revision History

8 Glossary

Term	Definition
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Table 5 Glossary

9 Attachments

ID #	Attachment	Owner	Comments
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Table 6 Attachments