



**NTIA**

## **NTIA Member Benefits**

Partner (Industry)

[ntia.co.uk](http://ntia.co.uk)

# Strengthening Partnerships with NTIA: Adding Value to Our Members

As a valued partner of the NTIA, our objective is to enhance member experiences by fostering robust, enduring relationships with dependable, secure businesses. Our aim is to introduce industry-specific experts and specialists who can provide products, services, and solutions aligned with present needs while anticipating future trends and innovating to address latent requirements.

While various collaboration models are conceivable, we propose a more deeply intertwined arrangement that goes beyond simple associate membership or co-marketing. Through this proposition, NTIA and your company can work closely together to develop tailored features designed to address pain points and seize opportunities within the guest journey. Furthermore, a joint exploration of data-driven possibilities could unlock additional value for NTIA, brand owners, and other stakeholders.

The notion of co-branding or creating a "grey label" product stands as another exciting prospect, presenting an opportunity to generate brand awareness and reputational value for both parties. Naturally, a mutually agreed preferential commercial offering for NTIA members would be an integral aspect of this collaboration.

## Benefits

As a vital member of our vibrant community, you'll enjoy a multitude of remarkable benefits that showcase our unwavering commitment to your success and the flourishing communities you serve.

### **\*\*Official Membership Status\*\***

Your NTIA membership signifies your commitment to the community and our causes.

### **\*\*Monthly E-Newsletter\*\***

Stay informed and connected with our monthly e-newsletter, a comprehensive publication that delves into a variety of pertinent topics, industry events, and cultural trends.

With our monthly e-newsletter, you'll be equipped with the knowledge, awareness, and perspectives needed to make informed decisions and thrive within the dynamic Nightlife industry. Stay connected, stay informed, and continue to lead with confidence.

### **\*\*Dedicated Website Presence\*\***

Gain a dedicated page on our website to showcase your business, enhancing your digital footprint and accessibility to potential customers and partners.

### **\*\*Exclusive NTIA and Third Party Events\*\***

Unlock growth and development potential through an array of exclusive NTIA and third-party events meticulously designed around the Nightlife industry. Our offerings grant you access to invaluable networking prospects and personalised interactions that drive your professional journey forward.

#### *Tailored Conferences and Exhibitions*

Engage in thought-provoking conferences and exhibitions meticulously curated to cater to the unique dynamics of the Nightlife sector. These events provide a platform for insightful discussions, knowledge sharing, and exploration of innovative trends that directly impact your industry.

#### *Real Networking Opportunities*

Forge genuine connections with industry peers, thought leaders, and experts through real networking opportunities embedded within these events. Strengthen relationships, exchange ideas, and establish collaborations that foster growth and propel your ventures to new heights.

At NTIA, we recognise the significance of meaningful interactions in your professional evolution. Our exclusive events stand as a testament to our commitment to your success, offering you a gateway to expand your horizons and enhance your influence within the dynamic realm of Nightlife.

### **\*\*Exhibit Your Brand\*\***

Take advantage of a stand at NTIA events to display your products and services. Stand fees are *discounted* or waived at times, contingent on specific events.

### **\*\*Job Opportunities\*\***

Take advantage of free access to our [job vacancy board](#) for the first year, facilitating recruitment for your business.

## **\*\*Featured Collaborations\*\***

Showcase your business on the NTIA website, e-newsletter, and social media platforms through periodic joint articles.

## **\*\*Email Introductions\*\***

Benefit from targeted email introductions to other businesses and services that align with your offerings, facilitating valuable networking opportunities.

## **\*\*Co-Branding with a "Grey Label" Approach\*\***

Enhance brand recognition and reputational value for both parties through a strategic co-branding initiative. By leveraging a "grey label" approach, you create a unique synergy that resonates with your target audience.

### Benefits of Co-Branding

#### **\*\*Expanded Reach:\*\***

Tap into each other's customer base, expanding your brand's footprint and engaging new audiences.

#### **\*\*Shared Expertise:\*\***

Combine your strengths to develop a high-quality product that reflects the best of both brands.

#### **\*\*Trust and Credibility:\*\***

Leverage the established trust of both brands to boost the credibility and appeal of the co-branded product.

#### **\*\*Innovation:\*\***

Collaborate on innovative solutions that may not have been possible individually, showcasing your commitment to pushing boundaries.

#### **\*\*Memorable Identity:\*\***

Craft a unique "grey label" identity that stands out in a competitive market, creating a lasting impression on consumers.

#### **\*\*Value Proposition:\*\***

Offer customers enhanced value with a product that embodies the strengths of both brands, increasing customer loyalty.

By co-branding with a "grey label" approach, you're poised to create a powerful marketing synergy that not only generates brand awareness but also adds substantial reputational value to both partners.

# NTIA's Support to Partner Company Over a 6/12 Month Period

## Dissemination of Partner Information

NTIA commits to distributing partner details to our membership list and database through a series of 12 mailers over 6 months (6 Solus/6 Newsletter Component) or 24 mailers over 12 months (12 Solus/6 Newsletter Component), which could include direct information and industry-specific questionnaires.

## Preferred Partner Feature

The partner company will be prominently featured across NTIA platforms including the website, WhatsApp groups, and social media during the agreed-upon duration of 6/12 months.

## Engaging Social Media Advertisements

An exclusive weekly feature across all social media platforms will showcase the partner's offerings throughout the agreement period.

## Website Visibility

The partner's product will be highlighted on our website blog, featuring the company's latest developments.

## Media Exposure

NTIA will actively spotlight the partner in various media interviews and panels, underscoring their role in positive industry transformation and pertinent topics such as diversification, the dynamics of "own brand" costs, and consumer preferences.

## Active Involvement at NTIA Events

The partner will be invited to engage at all NTIA events, whether physical or virtual, aligning with our partnership strategy for networking and promotion.

We do not engage in exclusive partnerships, and we value open communication. If we perceive any potential overlap, we will consult with you before progressing. Our primary goal is not purely commercial gain; it's to collaborate with entities that offer genuine, cost-effective services to propel our industry's growth.

## **\*\*Partnership Terms and Cost Structure\*\***

Our proposed partnership terms involve an upfront payment of 50%, with the remaining 50% divided over the term's duration. Each partnership is tailored for optimal cost-benefit equilibrium, commencing with a 6-month agreement and featuring regular reviews to ensure alignment and progress.

The cost of partnership ranges from a minimum of £5,000 + VAT for a 6-month term, with negotiable options extending over 12 months, contingent on the mutually agreed level of engagement.

We eagerly anticipate the opportunity to create a dynamic, mutually rewarding partnership that not only advances our collective objectives but also contributes to the growth and prosperity of the industry as a whole.

If you are interested in becoming a partner or sponsor of the NTIA, please contact [memberships@ntia.co.uk](mailto:memberships@ntia.co.uk).