

# Membership Tiers

## **Platinum Plus Member Sponsor (\$70,000 Annual Dues):**

An organization that supports the mission of the CRA and receives leadership opportunities and premium branding through sponsoring unlimited CRA programs and has up to 10 CR practitioners participating. Includes a 3BL Media Core Subscription, TriplePundit four-article series and full CRA membership benefits (valued at \$82,000).

## **Platinum Member Sponsor (\$20,000 Annual Dues):**

An organization that supports the mission of the CRA and receives leadership opportunities and premium branding through sponsoring unlimited CRA programs and has up to 10 CR practitioners participating. Includes distribution opportunities via 3BL Media.

## **Gold Member Sponsor (\$10,000 Annual Dues):**

An organization that supports the mission of the CRA and receives leadership opportunities and prominent branding through sponsoring specific CRA programs and has up to 4 CR practitioners participating.

## **Silver Member Sponsor (\$5,000 Annual Dues):**

An organization that supports the mission of the CRA and receives leadership opportunities and basic branding with up to 2 CR practitioners participating.

## **Small and Midsize Enterprise (SME) Member Sponsor (\$2,500 Annual Dues):**

An organization with less than \$100 million in annual revenue or 500 employees that supports the mission of the CRA and receives leadership opportunities and basic branding with up to 2 CR practitioners participating.

## **Independent Professional Membership (\$995 Annual Dues):**

Aspiring sustainability / CSR professionals without corporate affiliation. This membership is designed for individuals in transition or newly entering the field and do not currently hold a sustainability or CSR position.

## **Government Member, NGO's, Colleges/University (\$995 Annual Dues):**

Membership is open to any full-time government employee at the federal, state or local level. Non-Government/Not-for-Profit organizations, College and University faculty or staff operating in the CSR space.

# Corporate Responsibility Association

## Membership Benefits

Membership Type	Platinum Plus	Platinum	Gold	Silver	Small and Midsize Level	Government, NGO's, Colleges/Universities, Independent Professionals	Notes
Membership Rates	\$70,000	\$20,000	\$10,000	\$5,000	\$2,500	\$995	
Monthly e-Newsletter	X	X	X	X	X	X	e-Newsletter will feature the latest membership & industry news
Monthly Webinar	X	X	X	X	X	X	Take your CR career to the next level. Listen to impactful webinars- \$400 value
Virtual Membership Button	X	X	X	X	X	X	Display your CRA membership in your email signature or on your website
Job Board Access	X	X	X	X	X	X	Access to CR-related job postings
In-Person Networking Events	X	X	X	X	X	X	Network with your peers at regional events
Logo Recognition	X	X	X	X	X	X	Your organization's logo will be featured on the CRA website - \$995 value
Partner Event Discounts	X	X	X	X	X	X	Receive generous discounts to partner events
CR Magazine Subscription	X	X	X	X	X	X	Receive a 1-year subscription to CR Magazine - \$120 value
Thought Leadership Council Participation	X	X	X	X	X	X	Engage & influence the CR community
Access to Professional Guides & Tools	X	X	X	X	X		Practical case studies, whitepapers and the CR Toolkit
Professional Development Program Discounts	X	X	X	X	X		
Voting Participation: Most Influential Lists	X	X	X	X			
One CSRwire Press Release	X	X	X				
Opportunity to contribute content to CR Magazine in CRA Roundup Feature	X	X	X				
Research Aggregation	X	X	X				Analyze data from CR-related surveys
Enhanced CRA Visibility Package via 3BL Media	X	X					<p>Promote one key initiative annually via a comprehensive bundle of content and distribution services provided by 3BL Media. <b>Includes:</b></p> <p>Featured press release distribution on CSRwire, w/ prominent placement in CSRwire email newsletter.</p> <p>Cross-platform banner series including 7-day campaign on CSRwire, 3BL Media, Justmeans, Social Earth and CR Magazine (artwork supplied by CRA member company)</p> <p>Minimum of 2 posts on 3BL Media social media channels, with 300,000+ followers. For existing 3BL Media subscribers, this benefit will include double exposure on 3BL Media social channels</p>
Complimentary Passes to COMMIT!Forum	4	4	3	2	1		Full access to COMMIT!Forum- \$2,175 value
COMMIT!Forum Sponsorship Discount	15%	15%	15%	15%	15%		
Multiple Memberships	10	10	4	2	1		
Banner Ad on CRA Website	X	X					A banner ad on the CRA website - \$1,995 value
Full-Page 4-Color ad in CR Magazine	X	X					Run a full-page ad in CR Magazine - \$5,250 value
Twitter Chat Host	X	X					Lead an influential discussion on Twitter
Once a year guest in CR Magazine	X	X					Non-advertorial column in CR Magazine meeting editorial standards
3BL Media Core Subscription	X						
TriplePundit Four-Article Series	X						