

# NAFOA

## 2019 Sponsorship Levels

### All sponsorship levels include:

- Logo/link on conference home page.
- List of attendees 2 weeks prior to conference.
- Recognition on conference sponsor slide.
- Recognition in NAFOA Navigator conference magazine.
- Recognition on conference app.
- 20% off equal or lesser value sponsorship if a sponsor commits to and pays for both 2019 conferences prior to April 12, 2019.

### CO-CHAIR

**\$20,000 AND ABOVE**

- Co-chair welcome remarks at opening general session.
- Exhibit booth.
- 4 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- 2 Moderating/Speaking Opportunities.

### PLATINUM

**\$15,000**

- Exhibit Booth.
- 4 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Closing Reception co-sponsorship.
- Opportunity to purchase Moderating/Speaking Opportunity.\*



# 2019 SPONSORSHIP LEVELS

## GOLD

**\$10,000**

- Exhibit Booth.
- 3 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Lunch sponsor.
- Opportunity to purchase Moderating/Speaking Opportunity.\*

## SILVER

**\$5,000**

- Exhibit Booth.
- 2 firm passes.
- Half-page ad in NAFOA Navigator conference magazine (*Spring due March 7, 2019; Fall due September 5, 2019*).
- Refreshment Break sponsor.
- Opportunity to purchase Moderating/Speaking Opportunity.\*

## BRONZE

**\$4,000**

- Exhibit Booth.
- 2 firm passes.

### \*MODERATING/SPEAKING OPPORTUNITY

**\$2,500**

Available to Platinum, Gold and Silver sponsors. Subject to NAFOA's discretion for content and expertise.

**27 AVAILABLE PER CONFERENCE; 1 PER SPONSOR**

### ADDITIONAL FIRM PASSES

**\$750**

Additional firm passes (above sponsor-level allotment) can be purchased for \$750 each. Limit 3 upgrade passes per firm. Subsequent passes will be at full corporate conference registration price (\$1,200 early bird pricing; \$1,300 standard pricing).

For more information, contact VaRene Martin ([varene@nafoa.org](mailto:varene@nafoa.org); 619-322-9285) and Karen Stewart ([karen@nafoa.org](mailto:karen@nafoa.org); 202-568-9494).



# SPONSORSHIP OPPORTUNITIES A LA CARTE

(does not include registration)

## PREMIER CONFERENCE APP SPONSORSHIP\*\* \$7,500

Includes the app splash page, an individual navigation icon, one banner ad, one push notification, and one map listing.

1 AVAILABLE PER CONFERENCE

## KEY APP SPONSORSHIP PACKAGE\*\* \$5,000

Includes one banner ad, one push notification, one map listing and one game challenge.

3 AVAILABLE PER CONFERENCE

## GAMIFICATION APP SPONSORSHIP PACKAGE\*\* \$4,000

Includes three game challenges, one push notification and one map listing.

3 AVAILABLE PER CONFERENCE

### \*\*CONFERENCE APP SPONSORSHIP OPPORTUNITIES

Interested in the opportunities above? For detailed information, please contact Missy Hurley at [missy@nafoa.org](mailto:missy@nafoa.org) or (202) 579-3372.

## HALF ELEVATOR DOOR WRAPS \$5,000

Your company logo or name will appear on the exterior doors of the host hotel lobby elevators. Your logo will be seen by all conference attendees each time they wait for the elevator. This is a particularly high-profile sponsorship at the conferences.

PORTLAND ONLY

## CONFERENCE TOTE BAGS \$5,000

Your logo or name will appear on one side of the conference tote bag that each attendee will receive at registration. This bag contains all program materials needed for the conference. Your company logo will be carried everywhere NAFOA attendees travel, whether to work or around the globe. Sponsorship also includes one company insert with the conference bag (brochure, flyer, CD, flash drive, give-away, etc.).

## COFFEE SERVICE W/ BARISTA, ESPRESSO & FLAVORS \$4,500

Per day. 1- hour service twice a day on Monday and/or Tuesday. Your companies name and logo prominently placed on the service bar and coffee cup sleeves.

## BEDRE' CHOCOLATE BARS WITH PRIVATE LABEL \$3,000

Your companies name and logo on the wrapper. Chocolate bars included in member tribes tote bag and all attendees at the final sessions on both Monday & Tuesday afternoon.

COMMITMENT BY FEBRUARY 18 FOR SPRING;  
AUGUST 12 FOR FALL



# SPONSORSHIP OPPORTUNITIES A LA CARTE

*(does not include registration)*

## **INTERNET SPONSOR** **\$3,000**

Your company name will be used as the password for participants to log on to the conference WiFi connection. Your logo and company name will also be featured in the program book and on signage for accessing the conference WiFi.

## **ROOM KEY CARD SPONSOR** **\$3,000**

Your logo or name will appear (along with the NAFOA logo) on the hotel room key cards. Your logo will be viewed by guests every time they enter their rooms.

## **LANYARDS** **\$2,500**

Your company name or logo alternating with NAFOA on the lanyards given to every attendee.

## **CHARGING STATION** **\$2,000**

Your company name and logo prominently placed on a charging station strategically placed at the conference to maximize visibility.

## **MARKETING MAXIMIZER TOTE BAG INSERT** **\$1,000**

Includes one company insert into the conference bag (brochure, flyer, CD, flash drive, etc.)

## **NAFOA NAVIGATOR ADVERTISING**

NAFOA's conference magazine, the NAFOA Navigator, features 70 pages of articles, policy reports, speaker listings, spotlights on featured member tribes, congressional calendar, exhibit hall listing, and much more.

Attendees can take the Navigator home with them for future reference or share with colleagues, allowing your ad to be viewed beyond the on-site participants, well after the conference ends.

**Advertising rates for NAFOA Navigator are as follows:**

**FULL PAGE AD ..... \$2,500**

**HALF PAGE AD..... \$1,500**

**QUARTER PAGE AD..... \$750**

*Conference sponsors will receive a 10% discount off the published advertising rates.*