



# 2020 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 2020 conferences prior to April 1, 2020.

### 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 2, 2020; Fall due August 21, 2020*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 2, 2020; Fall due August 21, 2020*) or Banner Ad.
- Recognition in a Marketing broadcast that reaches an audience of 6,000.
- 2 Moderating/Speaking Opportunities.

**SOLD OUT**

### PLATINUM

**\$15,000**

- Exhibit Booth.
- 4 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Spring due March 2, 2020; Fall due August 21, 2020*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 2, 2020; Fall due August 21, 2020*) or Banner Ad.
- Recognition in a Marketing broadcast that reaches an audience of 6,000.
- Closing Reception co-sponsorship.
- Opportunity to purchase Moderating/Speaking Opportunity.\*



# 2020 SPONSORSHIP LEVELS

## GOLD

**\$10,000**

- Exhibit Booth.
- 3 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Spring due March 2, 2020; Fall due August 21, 2020*).
- Full-page ad in NAFOA Navigator conference magazine (*Spring due March 2, 2020; Fall due August 21, 2020*).
- Recognition in a Marketing broadcast that reaches an audience of 6,000.
- 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 2, 2020; Fall due August 21, 2020*).
- Refreshment Break co-sponsor for either the morning or afternoon break.
- Recognition in a Marketing broadcast that reaches an audience of 6,000.
- 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.

**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**

**SOLD OUT**

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, and one map listing.

**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

*Over 75% of attendees download and use the app. App banner impressions reached a total of 72.5k views during the Spring Conference.*

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

## 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 AND FLAVORS **\$6,000**

2-hour service once a day on Monday and/or Tuesday. Your company's name and logo prominently placed on the service bar and coffee cups.

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

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

**COMMITMENT BY FEBRUARY 20TH FOR SPRING;  
AUGUST 3RD FOR FALL**



# SPONSORSHIP OPPORTUNITIES A LA CARTE

(does not include registration)

## INTERNET SPONSOR **\$4,000**

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.

- SPRING CONFERENCE (NASHVILLE) **SOLD OUT**
- FALL CONFERENCE (PECHANGA) **SOLD OUT**

## 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.

**SOLD OUT**

## CONFERENCE BADGE SPONSOR (BACK ONLY) **\$2,500**

Your logo and company name will be featured on the back of the conference badges given to each attendee.

- SPRING CONFERENCE (NASHVILLE)
- FALL CONFERENCE (PECHANGA) **SOLD OUT**

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

Your company name will alternate with NAFOA on the lanyards given to every attendee.

**SOLD OUT**

## CHARGING STATION **\$4,000**

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.). Inserts must not exceed 8.5" x 11.5" x 1.0" in dimensions.

## NAFOA NAVIGATOR ADVERTISING

NAFOA's conference magazine, the NAFOA Navigator, features over 100 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..... **\$900**

## TWO PAGE (1,000 WORD) ARTICLE ..... **\$2,500**

Articles are due March 2, 2020 for the Spring Conference and August 21, 2020 for the Fall Conference.



# 2020 SPRING CONFERENCE SPONSORSHIP OPPORTUNITIES

*(does not include registration)*

## ONLY AVAILABLE IN NASHVILLE - J.W. MARRIOTT

The following sponsorship opportunities are only available for the 2020 Spring Conference to be held at the J.W. Marriott in Nashville, TN.

### HOTEL ENTRANCE DOOR

**\$3,500**

Make a grand first impression with a high visibility logo which will be placed on the glass panel of the entrance within the revolving door

**1 AVAILABLE**

### ELEVATOR DIGITAL SIGNAGE

**\$3,500**

Present your logo or name across eight hotel elevator monitors.

**1 AVAILABLE**

### ILLUMINATING LIGHT COLUMNS

**\$5,000**

Make a statement when you wrap one of the hotel's illuminated event floor light fixture columns with your company's logo. The surface graphic on illuminating fixtures can promote and display your company's logo via innovativeness and creativity through bold and colorful graphics.

**12 AVAILABLE**

### ELEVATOR DOOR WRAPS

**3 FOR \$5,000  
2 FOR \$3,500**

**SOLD OUT**

Your company logo or name will appear on the exterior doors of the conference space 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.