



2020 Fall Sponsorship Levels

OCTOBER 5-9

Join us for the Fall Virtual Conference on October 5-9, 2020. NAFOA's Virtual Spring Conference spanned 6 days and had 523 registered attendees. There were 11 different breakout sessions with an average attendance of 240 people.

CO-CHAIR

\$20,000 AND ABOVE

- Co-chair welcome remarks at Monday Teleconference opening
- 6 firm passes
- Recognition in a Marketing broadcast that reaches an audience of 6000
- Recognition on conference app
- Moderating/speaking opportunities (1)
- Logo/link on conference home page
- List of attendees following the conference
- Ad and/or article in Navigator (ad can link to your website - Due September 9) or Virtual Conference Ad (PowerPoint or 15 to 30 sec video)

SOLD OUT

PLATINUM

\$15,000

- 5 firm passes
- 20 complimentary passes for tribal members/employees as assigned (\$8,000 value)
- Recognition in a Marketing broadcast that reaches an audience of 6000
- Recognition on conference app
- Logo/link on conference home page
- List of attendees following the conference
- Full-page ad in NAFOA Navigator conference magazine (ad can link to your website - Due September 9) or Virtual Conference Ad (PowerPoint or 15 to 30 sec video)
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (Due September 9)
- Key App Sponsorship (Includes one banner ad, one push notification)



2020 SPONSORSHIP LEVELS OCTOBER 5-9

GOLD

\$10,000

- 3 firm passes
- 15 complimentary passes for tribal members/employees as assigned (\$6,000 value)
- Recognition in a Marketing broadcast that reaches an audience of 6000
- Recognition on conference app
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (Due September 9) \$2,500 value
- Full-page ad in NAFOA Navigator conference magazine (ad can link to your website - Due September 9) or Virtual Conference Ad (PowerPoint or 30 sec. Video) (\$2,500 value)
- Logo/link on conference home page
- List of attendees following the conference
- Session Sponsor

SILVER

\$5,000

- 2 Firm passes
- 10 complimentary passes for tribal members/employees as assigned (\$4,000 value)
- Recognition in a Marketing broadcast that reaches an audience of 6000
- Recognition on conference app
- Half-page ad in NAFOA Navigator conference magazine (ad can link to your website - Due September 9)
- Logo/link on conference home page
- List of attendees following the conference
- Recognition in NAFOA Navigator conference digital magazine
- Break co-sponsors

BRONZE

\$4,000

- 2 Firm passes
- 5 firm passes or complimentary passes for tribal members/employees as assigned (\$2,000 value)
- Recognition in a Marketing broadcast that reaches an audience of 6000
- Recognition on conference app
- Logo/link on conference home page
- List of attendees following the virtual conference
- Recognition in NAFOA Navigator conference digital magazine
- Giveaway sponsors

For more information, contact VaRene Martin (varene@nafoa.org; 619-322-9285)



FALL 2020 SPONSORSHIP OPPORTUNITIES - A LA CARTE

(does not include registration)

ADDITIONAL FIRM PASSES

\$500

Additional firm passes (above sponsor-level allotment) can be purchased for \$500 each. Limit 3 upgrade passes per firm.

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

\$3,000

Includes one banner ad, one push notification, and one poll.

3 AVAILABLE PER CONFERENCE

CONFERENCE APP SPONSORSHIP OPPORTUNITIES

The conference app was promoted throughout the conference and over 300 people downloaded and used the app. There were over 5,000 navigation icon taps and over 12,000 overall engagement throughout all of the app. We encouraged engagement with the in-app game that prompted attendees to complete actions within the app (view the schedule, visit sponsors etc).

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

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, and much more.

The Navigator will be in digital form on the NAFOA website for all to view. Allowing your ad to be viewed well during and after the conference.

Advertising rates for NAFOA Navigator are as follows:

FULL PAGE AD \$2,500

SPECS:

Full Page No Bleed: 7" x 9.25"

Full Page Bleed: 8.375" x 10.875" and add a .25" bleed with crop marks

VIDEO AD \$2,500

SPECS: The best file formats to place a video in InDesign are mp3 & mp4. We can also place .MOV, .avi, and .mpeg files.

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

SPECS: 1/2 Page Horizontal: 4.5" x 7" (no bleeds or crop marks)

QUARTER PAGE AD..... \$900

TWO PAGE (1,000 WORD)

ARTICLE \$2,500

Articles are due September 9, 2020 for the Fall Conference.



FALL 2020 SPONSORSHIP OPPORTUNITIES - A LA CARTE

(does not include registration)

COMPLIMENTARY PASS FOR TRIBAL MEMBERS AND EMPLOYEES **\$400/EA**
6 FOR \$2,000

Purchase an opportunity to sponsor a complimentary pass to attend the 2020 Fall NAFOA Conference for Tribal members and/or employees to show your support of their professional development. Each attendee awarded a complimentary pass is notified via email with courtesy of sponsor identified.

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STARBUCKS COFFEE COUPON **\$3,000**

Sponsor a coffee break with Starbucks gift coupons emailed to all registered attendees during the virtual conference. Your company logo prominently displayed on the email and coupon.

2 AVAILABLE

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COMEDY BREAK **\$5,000**

Sponsor a break featuring a comedic performance.

3 AVAILABLE

BIG PAPER STRATEGY **\$2,500**

Online Sketchnote and Illustration Service for Virtual Conferences.

Sponsor this unique ability to connect and keep our online audience engaged by seeing the translation of discussion topics into sketched drawings, viewers are visually engaged more than they could ever be with speaker video and slide decks.

The sponsor of this will receive recognition in a broadcast email and during the conference when we announce the digital recording begins. The sponsors logo can be incorporated into the drawing.

1 AVAILABLE