



2021 Spring Sponsorship Levels

Join us for the Spring Virtual Conference on April 26-29, 2021. NAFOA's Fall Virtual Conference spanned 5 days and had 576 registered attendees. There were 10 different breakout sessions with an average attendance of 204 people.

SPECIAL: 20% OFF equal or lesser value sponsorship if a sponsor commits to pay for both the Spring and Fall 2021 Conferences by April 1, 2021.

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 6,000
- 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 March 31) or Virtual Conference Ad (PowerPoint or 30 sec video)
- Recognition in NAFOA Navigator conference digital magazine



2021 SPONSORSHIP LEVELS

APRIL 26-29

PLATINUM

\$15,000

- 5 Firm passes
- 20 complimentary passes for tribal members/employees as assigned
- Recognition in a Marketing broadcast that reaches an audience of 6,000
- 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 March 31) or Virtual Conference Ad (PowerPoint or 30 sec video)
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (Due March 31)
- Recognition in NAFOA Navigator conference digital magazine
- Key App Sponsorship (Includes one banner ad, one push notification)

GOLD

\$10,000

- 4 Firm passes
- 15 complimentary passes for tribal members/employees as assigned
- Recognition in a Marketing broadcast that reaches an audience of 6,000
- 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 March 31) or Virtual Conference Ad (PowerPoint or 30 sec video)
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (Due March 31)
- Recognition in NAFOA Navigator conference digital magazine
- Session Sponsor

SILVER

\$5,000

- 3 Firm passes
- 10 complimentary passes for tribal members/employees as assigned
- Recognition in a Marketing broadcast that reaches an audience of 6,000
- Recognition on conference app
- Logo/link on conference home page
- List of attendees following the conference
- Half-page ad in NAFOA Navigator conference magazine (ad can link to your website - Due March 31)
- Recognition in NAFOA Navigator conference digital magazine
- Break co-sponsors



2021 SPONSORSHIP LEVELS

APRIL 26-29

BRONZE

\$4,000

- 2 Firm passes
- 5 complimentary passes for tribal members/employees as assigned
- Recognition in a Marketing broadcast that reaches an audience of 6,000
- 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

PARTNER

\$2,000

- 1 Firm pass
- 3 complimentary passes for tribal members/employees as assigned
- Recognition in a Marketing broadcast that reaches an audience of 6,000
- Recognition on conference app
- Logo/link on conference home page
- List of attendees following the virtual conference
- Recognition in NAFOA Navigator conference digital magazine

For more information, contact Dustin VanWinkle via email at dvanwinkle@nafoa.org or phone at 202-568-9494.



SPRING 2021 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

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 March 31, 2021 for the Spring Conference.



SPRING 2021 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.

1 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