



2021 Fall Sponsorship Levels

SEPTEMBER 27-28

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo/link on Conference home page.
- List of attendees 2 weeks prior to Conference.
- Recognition on Conference sponsor sign banner.
- 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 2021 conferences prior to April 1, 2021.

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 (*Fall due August 20, 2021*).
- Full-page ad in NAFOA Navigator conference magazine (*Fall due August 20, 2021*) or Banner Ad.
- Recognition in a Marketing broadcast that reaches an audience of 6,000.
- 2 Moderating/Speaking Opportunities.

PLATINUM

\$15,000

- Exhibit Booth.
- 4 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Fall due August 31, 2021*).
- Full-page ad in NAFOA Navigator conference magazine (*Fall due August 20, 2021*) 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.*



FALL 2021 SPONSORSHIP LEVELS

GOLD

\$10,000

- Exhibit Booth.
- 3 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine (*Fall due August 20, 2021*).
- Full-page ad in NAFOA Navigator conference magazine (*Fall due August 20, 2021*).
- 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 (*Fall due August 20, 2021*).
- 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 Dustin VanWinkle via email at dvanwinkle@nafoa.org or phone at 202-568-9494.



SPONSORSHIP OPPORTUNITIES A LA CARTE

(does not include registration)

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

Includes the app sponsor logo, individual navigation icon, one banner ad, one push notification, and one map listing.

SOLD OUT

1 AVAILABLE PER CONFERENCE

KEY APP SPONSORSHIP PACKAGE** **\$4,000**

Includes one banner ad, one push notification, and photo scavenger hunt challenge.

3 AVAILABLE PER CONFERENCE

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 on Monday and/or Tuesday. Your company's name and logo prominently placed on the service bar and coffee cups.

SOLD OUT

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 all sessions on both Monday & Tuesday afternoon.

SOLD OUT

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

**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 or (202) 579-3372.



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.

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

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

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.

LANYARDS **\$2,500**

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

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 August 20, 2021 for the Fall Conference.



2021 FALL CONFERENCE SPONSORSHIP OPPORTUNITIES

(does not include registration)

ONLY AVAILABLE IN SAN ANTONIO – GRAND HYATT

The following sponsorship opportunities are only available for the 2021 Fall Conference to be held at the Grand Hyatt in San Antonio, TX.

ESCALATOR LANDING PANEL **\$1,000 EA.**

Bring attention to your company with branding on one of the escalator landing panels facing the ballroom. Your logo or company name can be featured in a 3ft X 3ft section.

10 AVAILABLE

ESCALATOR RUNNER **\$1,750 EA.**

A unique way to feature your company name or logo on the escalator runners going from the lobby to the second floor (where all the meeting space is located). Attendees will see your branding as they ride the escalator to get to the conference.

2 AVAILABLE

COLUMNS (SINGLE-SIDED) **\$1,000 EA.**

Make a statement when you brand one of the hotel’s columns with your company’s logo or name. Located in a high traffic area your 3ft X 5ft logo or name will be highly viewed by conference attendees.

4 AVAILABLE

FLOOR GRAPHICS **\$1,000 EA.**

Present your company name or logo on the floor at the escalator exit landing. Attendees will see your 3ft X 3ft branding as they disembark the escalators to attend the conference.

2 AVAILABLE

ELEVATOR DOOR WRAPS **\$1,500 EA.**

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 conference.

9 AVAILABLE

STUDENT CONFERENCE SCHOLARSHIPS **\$4,000 EA.**

Join NAFOA in providing conference scholarships to high-achieving students pursuing graduate-level education. The scholarships will include funding for transportation, hotel, conference fees, and stipend.

To learn more about supporting a full scholarship please contact dvanwinkle@nafoa.org to discuss giving opportunities.

4 AVAILABLE



2021 FALL CONFERENCE SPONSORSHIP OPPORTUNITIES

(does not include registration)



BIG PAPER STRATEGY

\$2,500

Matt Orley’s graphic recordings brings color, holistic understanding, and visual energy to an event. Attendees loved Matt’s drawings during our virtual conferences, now they can experience them in person. Matt will draw both general sessions and various breakouts and the drawings will be on display throughout the conference. The Sponsor of this unique addition to the conference will have their logo featured on a pre-conference drawing as well as one of the general session drawings.

NOTE PAD & PEN

\$2,500 FOR 500

Your company name or logo on top of a NAFOA note pad with a grip stylus pen also branded with your company name or logo given to every attendee. The Grand Hyatt will not be providing these items at the conference.

HAND SANITIZER

\$1,750 FOR 500

Your company name or logo on a clear bottle of hand sanitizer with a carabineer given to every attendee.