



# 4<sup>TH</sup> NAFOA ANNUAL CONFERENCE

## 2022 Spring Sponsorship Levels

Seattle, WA | April 4-5

### 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 2022 conferences prior to April 1, 2022.

### 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.
- Full-page ad in NAFOA Navigator conference magazine or Banner Ad.
- Recognition in a Marketing broadcast that reaches an audience of 8,500.
- 2 Moderating/Speaking Opportunities.

### PLATINUM

**\$15,000**

- Exhibit Booth.
- 4 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine.
- Full-page ad in NAFOA Navigator conference magazine or Banner Ad.
- Recognition in a Marketing broadcast that reaches an audience of 8,500.
- Closing Reception co-sponsorship.
- Opportunity to purchase Moderating/Speaking Opportunity.\*

## GOLD

**\$10,000**

- Exhibit Booth.
- 3 firm passes.
- 1,000-word (2-page) article in NAFOA Navigator conference magazine.
- Full-page ad in NAFOA Navigator conference magazine.
- Recognition in a Marketing broadcast that reaches an audience of 8,500.
- Lunch sponsor.
- Opportunity to purchase Moderating/Speaking Opportunity.\*

## SILVER

**\$5,000**

- Exhibit Booth.
- 2 firm passes.
- Half-page ad in NAFOA Navigator conference magazine.
- Refreshment Break co-sponsor for either the morning or afternoon break.
- Recognition in a Marketing broadcast that reaches an audience of 8,500.
- 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](mailto: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\*\* \$3,000

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.).

**SOLD OUT**

## 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**

Deadline: March 1, 2022

### \*\*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.



# 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

**SOLD OUT**

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.

## 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

**SOLD OUT**

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 March 1, 2022 for the Spring Conference.*



# 2022 SPRING CONFERENCE SPONSORSHIP OPPORTUNITIES

*(does not include registration)*

## ONLY AVAILABLE IN HYATT REGENCY SEATTLE

The following sponsorship opportunities are only available for the 2022 Spring Conference to be held at the Hyatt Regency Seattle in Seattle, WA. **Deadline for all printed materials: March 1, 2022**

### LARGE COLUMN WRAP **\$3,250 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 logo and name will be highly viewed by conference attendees.

**1 AVAILABLE**

### SMALL COLUMN WRAP **\$2,500 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 logo and name will be highly viewed by conference attendees.

**1 AVAILABLE**

### FLOOR DECALS **\$1,000 EA.**

Present your company name and logo on the floor at the Hyatt Regency Seattle. Attendees will see your 3ft X 3ft branding as they attend the conference sessions.

**5 AVAILABLE**

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

Your company logo and 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.

**12 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](mailto:dvanwinkle@nafoa.org) to discuss giving opportunities.

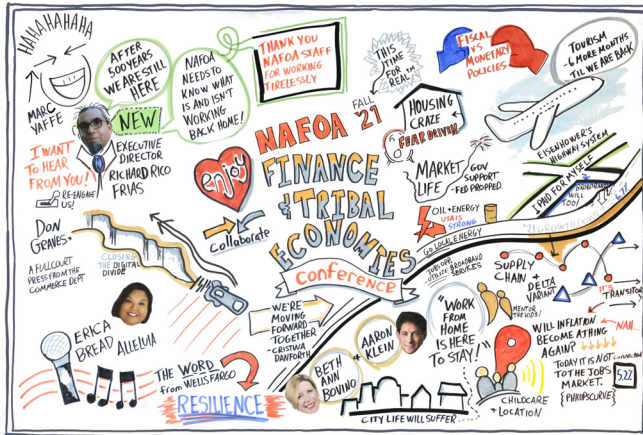
**4 AVAILABLE**

### VERTICAL WINDOW CLINGS **\$2,000 FOR 1 \$3,250 FOR 3**

Your company logo and name will be visible in the main exhibit hall leading to the general session. The hotel boasts floor to ceiling windows that can be used for window clings that offer natural back lighting for some extra flare in your messaging. The option for 1 window is available or 3 windows which is floor to ceiling.

**4 ROWS OF 3 AVAILABLE**

(does not include registration)



### BIG PAPER STRATEGY \$2,500

Two keynotes and 6 breakout sessions will each have a live illustrator in attendance, creating a total of 8 giant sketch notes (40" x 60"). Matt Orley, our event's live illustrator, will draw your logo and/or message into every board, furthering your brand reach and its association with educational content. You will also have the opportunity to see your company's unique custom sketch note created with your unique value proposition- placed in line with other education event graphics.

### SQUARE WINDOW CLINGS \$3,500 EA.

Your company logo and name will be visible in the registration/secondary exhibit hall. The square set of 4 windows can be used for window clings that offer natural back lighting for some extra flare in your messaging. Conference attendees will pass the windows when exiting the elevator and when taking the escalator to the breakout sessions.

**4 AVAILABLE**

### CONFERENCE MASKS \$2,500 FOR 500

Your company name or logo on a 3-layer blended cloth/poly mask with adjustable ear straps.

*Deadline: March 1, 2022*

### LONG ESCALATOR WALL \$3,000

Your company logo and name on a ½ wall that spans the length of the escalator bay. Conference attendees will pass by the wall when heading to the general session and when taking the escalator to the breakout sessions.

**1 AVAILABLE**

### SHORT ESCALATOR CLING \$1,000

Your company logo and name on a ½ wall that caps the escalator bay. Conference attendees will pass by the wall when heading to the general session and when taking the escalator to the breakout sessions.

**1 AVAILABLE**

### 3RD FLOOR PROJECTOR \$4,000 PER DAY

Your company logo and name will be visible on the 3rd floor pre-function space/large wall above the entrance to the general session. Every conference attendee will see the logo when in the main exhibit hall and when entering the general session. A very high-profile sponsorship at the conference.

**2 DAYS AVAILABLE**