

# NAFOA

# 42ND ANNUAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES



### ALL SPONSORSHIP LEVELS INCLUDE

**Premium Visibility:** Your logo and link prominently featured on the conference website which attracts an average of 3,000 views per month.

**Insider Access:** Receive a list of attendees two weeks before the conference, allowing you to decide which key decision-makers and influencers you want to connect with.

**On-Site Recognition:** Stand out with your brand displayed on the conference sponsor sign banner, making a lasting impression on attendees.

**Showcase in NAFOA Navigator:** Gain recognition in the digital and print versions of our conference magazine, the NAFOA Navigator, reaching a wide audience of finance professionals and tribal leaders.

**Tech-Savvy Promotion:** Be prominently recognized on the Conference app, ensuring that your brand is at attendees' fingertips throughout the event.

### ***SUPERCHARGE YOUR SPONSORSHIP AND SAVE BIG WITH OUR EXCLUSIVE OFFER:***

Get a **20% discount** on an equal or lesser value sponsorship when you commit to and pay for both 2024 conferences before April 1, 2024.



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### LEVELS AND PERKS

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#### 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 marketing emails that reaches an audience of 9,000+
  - 2 Moderating/Speaking Opportunities
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#### 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 marketing emails that reaches an audience of 9,000+
  - Closing Reception co-sponsorship
  - Opportunity to purchase Moderating/Speaking Opportunity\*
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#### 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 marketing emails that reaches an audience of 9,000+
- Lunch sponsor
- Opportunity to purchase Moderating/Speaking Opportunity\*



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### 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 marketing emails that reaches an audience of 9,000+
- Opportunity to purchase Moderating/Speaking Opportunity\*

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### 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).

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## READY TO JOIN OUR SPONSOR COMMUNITY?

Contact Dustin VanWinkle, Business Manager/Corporate Relations Specialist, at [dvanwinkle@nafoa.org](mailto:dvanwinkle@nafoa.org) or 202-568-9494.



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### 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 (along with the NAFOA logo) on the back of the 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.

### 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 distributed at the final sessions on both Monday & Tuesday afternoon.

### 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 22, 2024.*

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### PREMIER CONFERENCE APP SPONSORSHIP\*\*

**\$7,500**

Includes the app **SOLD OUT** 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 photo scavenger hunt challenge.

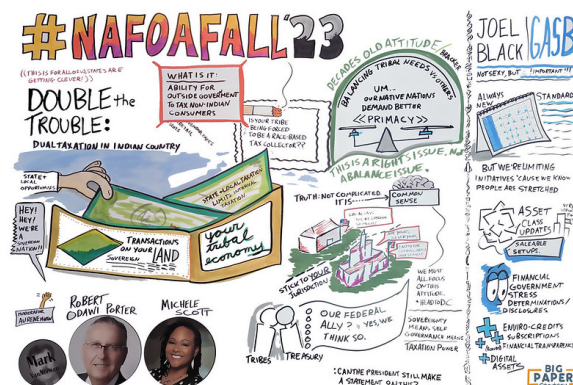
**3 AVAILABLE PER CONFERENCE**

### \*\*CONFERENCE APP SPONSORSHIP OPPORTUNITIES

*Over 80% of attendees download and use the app. App banner impressions reached a total of 82,000 views during the Spring Conference.*

#### Interested in the opportunities above?

For detailed information, please contact Missy Dunne at [missy@nafoa.org](mailto:missy@nafoa.org) or (202) 579-3372.



### 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.

### 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.).