



# *National Association of Elected Fire Officials*

## Sponsorship Guidelines

Category: ADMINISTRATIVE

Policy Number   9  

Approved: February 14, 2009

Revised: December 12, 2015

### REFERENCE

### SCOPE

This policy applies to any sponsor that registers with the National Association of Elected Fire Officials (NAEFO) for sponsorship opportunities for any events hosted by the National Association of Elected Fire Officials.

### PURPOSE

To establish clear guidelines for sponsors.

### POLICY

#### 9.10 PLATNIUM SPONSOR - \$1,000.00 (Renew annually)

- Two (2) complimentary conference tickets. Tickets include breakfast, lunch and Welcome Reception.
- Opportunity for representative to briefly address the conference attendees during one (1) lunch break.
- Acknowledgement of sponsorship during the conference and on the conference program, registration packet, website and electronic Update.
  - Company name, logo and brief (150 word) company bio will appear in the conference registration packet. Sponsor to provide one page ad (see ad dimensions).
  - Company name and logo will appear on website and electronic Update for one (1) year upon receipt of sponsorship dues.
- Named sponsor of drink tickets (2 per attendee) at the Conference Welcome Reception, held on the first evening of conference. Company name will be announced and printed on each drink ticket and the conference program.
- Opportunity to provide marketing material to attendees at conference and other events.
- Opportunity for a prize give away for the attendees during the Conference Welcome Reception, held on the first evening of the conference and during the Annual Business Meeting, held during the day on the second day of the conference.
- A plain six (6) foot conference table with one (1) chair will be provided.
  - Sponsor to be responsible for providing skirting, signage/banner, etc.

#### 9.12 GOLD SPONSOR - \$750.00 (Renew annually)

- Two (2) complimentary conference tickets. Tickets include breakfast, lunch and Welcome Reception.
- Opportunity for representative to briefly address the conference attendees during one (1) lunch break.
- Acknowledgement of sponsorship during the conference and on the conference program, registration packet, website and electronic Update.
  - Company name, logo and brief (100 word) company bio will appear in the conference registration packet. Sponsor to provide one page ad (see ad dimensions).
  - Company name and logo will appear on website and electronic Update for one (1) year upon receipt of sponsorship dues.
- Named sponsor of one (1) conference lunch break, on either the first or second day of the conference. Company name will be announced and printed on the conference program.
- Opportunity to provide marketing material to attendees at conference and other events.
- Opportunity for a prize give away for the attendees during the Annual Business Meeting, held during the day on the second day of the conference.
- A plain six (6) foot conference table with one (1) chair will be provided.
  - Sponsor to be responsible for providing skirting, signage/banner, etc.

#### 9.13 SILVER SPONSOR - \$500.00 (Renew annually)

- Two (2) complimentary conference tickets. Tickets include breakfast, lunch and Welcome Reception.
- Acknowledgement of sponsorship during the conference and on the conference program, registration packet, website and electronic Update.
  - Company name and logo will appear in the conference registration packet. Sponsor to provide half page ad (see ad dimensions).
  - Company name and logo will appear on website and electronic Update for six (6) months upon receipt of sponsorship dues. Example: Three (3) months before and three (3) months after conference.
- Named sponsor of one (1) morning coffee break, on either the first or second day of the conference. Company name will be announced and printed on the conference program.
- Opportunity to provide marketing material to attendees at conference and other events.
- A plain six (6) foot conference table with one (1) chair will be provided.
  - Sponsor to be responsible for providing skirting, signage/banner, etc.

9.14 BRONZE SPONSOR - \$250.00 (Renew annually)

- One (1) complimentary conference tickets. Tickets include breakfast, lunch and Welcome Reception.
- Acknowledgement of sponsorship during the conference and on conference program and registration packet.
  - Company name and logo will appear in the conference registration packet. Sponsor to provide quarter page ad (see ad dimensions).
  - Company name and logo will appear on website and electronic Update for three (3) months upon receipt of sponsorship dues. Example: One (1) month before and two (2) months after conference.
- Opportunity to provide marketing material to attendees at conference and other events.
- A plain six (6) foot conference table with one (1) chair will be provided.

Sponsor to be responsible for providing skirting, signage/banner, etc.