



National Association of Emergency and Fire Officials

Sponsorship Guidelines for Association Sponsors

Category: ADMINISTRATIVE

Policy Number 9

Revised: ~~January-April 716,~~
2023/2024

REFERENCE

SCOPE

This ~~p~~Policy applies to any Sponsor that registers with the National Association of Emergency and Fire Officials (~~NAEFO~~), hereinafter known as the "Association", for sponsorship of ~~NAEFO's the Association's~~ mission and vision and also for any opportunities for any events hosted by ~~NAEFO~~the Association.

PURPOSE

To establish clear guidelines for ~~NAEFO~~ Sponsors of the Association.

POLICY

9.1 ~~0~~ PLATNIUM SPONSOR - \$1,000.00 (Annual Term)

- Free exhibitor booth space at ~~NAEFO C~~onferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to ~~NAEFO~~ conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the ~~NAEFO C~~onferences and in ~~the C~~onference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in ~~the C~~onference programs.
 - Sponsor provided one-half page ad for ~~the C~~onference programs.
 - Sponsor name and logo will appear on the ~~NAEFO Association's~~ website for one (1) year.
- Opportunity to provide marketing material at other ~~NAEFO~~ Association events.

9.42 GOLD SPONSOR - \$750.00 (Annual Term)

- Booth space discount of 50% at ~~NAEFO C~~conferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to ~~NAEFO C~~conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the ~~NAEFO C~~conferences and in ~~the C~~conference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in ~~the C~~conference programs.
 - Sponsor provided one-half page ad for ~~the C~~conference programs.
 - Sponsor name and logo will appear on the ~~NAEFO Association's~~ website for one (1) year.
- Opportunity to provide marketing material at other ~~NAEFO Association~~ events.

9.43 SILVER SPONSOR - \$500.00 (Annual Term)

- Booth space discount of 25% at ~~NAEFO C~~conferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to ~~NAEFO C~~conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the ~~NAEFO C~~conferences and in ~~the C~~conference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organization bio will appear in the Conference program.
 - Sponsor provided one-quarter page ad for the Conference program.
 - Sponsor name and logo will appear on the ~~NAEFO Association's~~ website for one (1) year.
- Opportunity to provide marketing material at other ~~NAEFO Association~~ events.

9.44 BRONZE SPONSOR - \$250.00 (Annual Term)

- Acknowledgement of sponsorship during the ~~NAEFO C~~conferences and in ~~the C~~conference programs.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in ~~the C~~conference programs.
 - Sponsor provided one quarter page ad for ~~the C~~conference programs.
 - Sponsor name and logo will appear on the ~~NAEFO Association's~~ website for one (1) year.
- Opportunity to provide marketing material at other ~~NAEFO Association~~ events.

Revision Date	Author	Revision
February 14, 2009	Unknown	Initial version
December 12, 2015	Unknown	Unknown
September 17, 2019	Monte Olsen	Renamed association; updated to reflect current conference settings; added table recapping benefits by sponsorship level; added revision table
December 12, 2020	Monte Olsen	Added discounted and complimentary one-year Associate memberships
January 7, 2023	Monte Olsen	Removed Associate memberships, meals, breaks, and Welcome Reception; equalized organizational bio in Conference program and appearance of sponsor name and logo on NAEFO's website; updated table accordingly
May 11, 2023	Monte Olsen	Corrected booth space discount percentage to match table (revision date remains January 7, 2023)
<u>January 16, 2024</u>	<u>Monte Olsen</u>	<u>Focused the Policy's use of Association instead of NAEFO</u>



~~NAEFO~~ Sponsorships of the Association

Sponsorship Benefits and Options	Platinum	Gold	Silver	Bronze
Sponsorship Costs	\$1,000	\$750	\$500	\$250
Booth Space Discount w/2 Complimentary Exhibitor Badges	100%	50%	25%	0%
10-Minute Conference Luncheon Address	✓	✓	✓	
Sponsor Acknowledgement in C onference P rograms, Website, & Social Media	✓	✓	✓	✓
Sponsor provided Ad in C onference P rograms	½ Page	½ Page	¼ Page	¼ Page
Sponsor Name & Logo on NAEFO -Association's Website for 1 year	✓	✓	✓	✓

For Questions Contact:

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