SPONSORSHIP LEVELS

PLATINUM LEVEL
Any combination totaling $25,000 or more

GOLD LEVEL
Any combination totaling $15,000 or more

SILVER LEVEL
Any combination totaling $7,000 or more

BRONZE LEVEL
Less than $7,000

ALL-LEVEL BENEFITS

- Special sponsorship name badge ribbons
- Recognition on sponsor signage
- Recognition on NASP’s convention sponsorship website
- Recognition in Final Program (if paperwork/payment are received by 1/6/21)
- Recognition and special formatting in Exhibit Hall Handbook
- Recognition in General Session slide show

In addition to the all-level sponsorship benefits, as a Platinum Sponsor, your organization will receive these added benefits:

- Name and logo recognition
- Organization’s website linked on NASP convention sponsorship webpage
- One complimentary rotating image (566 px x 300 px) featured on the NASP convention webpage
- One complimentary totebag insert
- Company logo featured on registration counter kick panels
- Four complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing address list, upon request. (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.) Mailing must be sent by June 30, 2021. Contact NASP for additional details.

In addition to the all-level sponsorship benefits, as a Gold Sponsor, your organization will receive these added benefits:

- Name and logo recognition
- Organization’s website linked on NASP convention sponsorship webpage
- Company logo featured on registration counter kick panels
- Three complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing address list, upon request. (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.) Mailing must be sent by June 30, 2021. Contact NASP for additional details.

In addition to the all-level sponsorship benefits, as a Silver Sponsor, your organization will receive these added benefits:

- Two complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing address list, upon request. (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.) Mailing must be sent by June 30, 2021. Contact NASP for additional details.
## SPONSOR BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>PRECONVENTION BENEFITS</th>
<th>Platinum $25,000 +</th>
<th>Gold $15,000 +</th>
<th>Silver $7,000 +</th>
<th>Bronze Less Than $7,000</th>
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</thead>
<tbody>
<tr>
<td>Name and logo recognition</td>
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<tr>
<td>Name recognition on NASP's convention website sponsorship page</td>
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<tr>
<td>Your website linked on the NASP convention website sponsorship page</td>
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<tr>
<td>One complimentary rotating website image (566 px × 300 px) featured on the NASP convention webpage</td>
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<tr>
<td>Complimentary subscription to Communiqué newspaper and NASP In Brief e-newsletter</td>
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<tr>
<td>Complimentary attendee mailing list (one-time use of list, pre- or postconvention, available upon request)</td>
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<tr>
<td>Complimentary one-time use, pre- or postconvention, of NASP members’ email address list</td>
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| ON-SITE BENEFITS                                                                      |                    |               |                |                        |
| Recognition in Final Program                                                          | Name & Logo        | Name & Logo   | Name           | Name                  |
| Name recognition and special formatting in Exhibit Hall Handbook                       |                    |               |                |                        |
| Recognition in General Session slide show                                              | Name & Logo        | Name & Logo   | Name           | Name                  |
| Name recognition on sponsorship signage                                               |                    |               |                |                        |
| Special sponsor name badge ribbons                                                    |                    |               |                |                        |
| Company logo featured on registration counter kick panels                              |                    |               |                |                        |
| Complimentary totebag insert                                                          |                    |               |                |                        |
| One-time image post (1200 px × 628 px) on the NASP Facebook page during convention week |                    |               |                |                        |
| Complimentary invitations to the President’s Reception                                 | 4                  | 3             | 2              |

| POSTCONVENTION BENEFITS                                                               |                    |               |                |                        |
| Additional organizational exhibit booth selection preference points for future NASP conventions |                    |               |                |                        |
| Complimentary attendee mailing list (one-time use of list, pre- or postconvention, available upon request) |                    |               |                |                        |
| Complimentary one-time use, pre- or postconvention, of NASP members’ email list***   |                    |               |                |                        |

*NASP's identification and acknowledgment of sponsors will include information as permitted under Section 513(i) of the IRS Tax Code and the Treasury regulations for qualified sponsorship payments.

**NASP's pre- or postconvention registrant mailing address list is available for one-time use by certain sponsors, upon request. Advance approval of a sample of the proposed mailing by NASP is required, and NASP reserves the right to deny use of its convention registrant list based on material content or appearance. Electronic registrant mailing address files will be processed in zip code order and sent to sponsors via email, unless otherwise specified. Please allow 10 days for delivery. Mailing must be sent by June 30, 2021. For more information, please call Cheri Gainor at 301-347-1673 or send an email to cgainor@naspweb.com.

*** A sample of the proposed email is required in advance, and NASP reserves the right to deny use of its membership list based on material content or appearance. All mailings must be sent by June 30, 2021.
**SPONSORSHIP OPTIONS**

_symbols indicate added benefits of sponsorship opportunities._

**EVENTS**

**Keynote Address** .................$25,000
Sponsor the headline speaker during the convention General Session, which attracts more than 2,500 attendees. Past keynotes have been delivered by individuals such as Michael Bonner, Steve L. Robbins, James Garbarino, Richard Gerver, Goldie Hawn, Donald Meichenbaum, Salome Thomas-EL, and Martin Seligman.

_As the exclusive sponsor, your organization will receive special recognition on the General Session slide show. As the one-page, two-sided flyer will be placed on the chairs in the General Session room by NASP. (The flyer must be preapproved by NASP and received at the address provided by NASP at least 2 weeks prior to the convention.)_

**NASDAQ Awards Reception** ..........$18,000
This important event immediately follows the Awards Ceremony and honors recipients of the School Psychologist of the Year, Lifetime Achievement, Minority Scholarship, and Government Relations awards.

_As a representative of your organization will be able to welcome participants to the reception. Your organization’s logo will appear prominently in the awards brochure and will be projected in the reception room during the event._

**Welcome Party** ..........................$15,000
The opening night party attracts 2,500 attendees and kicks off the NASP convention in style. This year’s party will take place 9:00 p.m.-12:00 a.m. on Tuesday, February 23, 2021.

_As the exclusive sponsor, your logo will be included on event signage and projected in the ballroom during the event. A representative of your organization also will be able to welcome participants to the party and offer brief remarks._

**Exhibit Hall Coffee Service** ..........$12,000
Increase traffic and good will toward your organization! Sponsored coffee will be served in designated areas (including in/near your booth) when the hall opens on the morning of Thursday, February 25 or Friday, February 26, 2021.

_Your sponsorship will be acknowledged in the Exhibit Hall Handbook. Sponsorship signage will be visible outside the Exhibit Hall, in your booth, and in each coffee service area._

**PRODUCTS**

**Documented and Featured Sessions** .................$10,000 each
80-minute Documented Sessions and 50- or 80-minute Featured Sessions cover a variety of important subjects each year. These sessions are presented by leading international experts who are invited to speak by the NASP Convention Committee. For more information on this year’s topics and presenters, call Cheri Gainer at 301-347-1673.

_A sponsorship recognition slide will be shown as attendees enter the room. A representative of your organization will be able to offer welcome remarks to attendees and introduce the speaker at the session._

**Multicultural Meet and Greet** ......$7,500
Be part of this important event that includes information about the NASP Multicultural Affairs Committee, recognizes the NASP Minority Scholarship recipients, and provides networking opportunities for attendees. Refreshments are served.

_A representative of your organization will be able to offer welcome remarks to attendees of the event._

**Attendee Totebags** ....................$15,000
Promote your company’s message and logo on the NASP convention totebag, distributed to all attendees on site with the Final Program, your insert, and other important information included inside. Artwork MUST be preapproved by NASP, and totebags must be received at the warehouse address provided by NASP at least 2 weeks prior to the convention. (Fee excludes manufacturing and shipping and handling fees, the costs of which the sponsor must cover.)

_A representative of your organization will be able to welcome participants to the event._

**Name Badge Lanyards** ..................$12,000
Distributed to all attendees on site, your organization will be the exclusive sponsor of this handy accessory—a sure way to be noticed! Artwork MUST be preapproved by NASP, and lanyards must be received at the warehouse address provided by NASP at least 2 weeks prior to the convention. (Fee excludes manufacturing and shipping and handling fees, the costs of which the sponsor must cover.)

**Hotel Key Cards** ............................$12,000
Be the company that attendees see each time they reach for their hotel key card. Put your name and logo in the hands of every convention attendee staying in the official NASP 2021 Annual Convention hotels. Key cards are one of the first things attendees see at the convention. This is a great marketing tool and traffic builder for your booth, since the vast majority of convention participants stay in official NASP hotels. Key imprint is four-color and one-sided (top) only. Artwork MUST be preapproved by NASP, and key cards must be received at the hotel addresses provided by NASP at least 2 weeks prior to the convention.

**Attendee Note Pads** ......................$4,000
Provide pads with your organization’s logo, on which attendees will take notes they will refer to for months to come—a great way to be remembered by attendees long after the convention is over! (Fee excludes manufacturing and shipping and handling fees, the costs of which the sponsor must cover. Materials must be preapproved and received at the warehouse address provided by NASP at least 2 weeks prior to the convention.)

**Attendee Pens** ............................$4,000
Be assured that your organization makes an impression on all attendees by providing a customized pen with your company logo in each convention totebag. (Fee excludes manufacturing and shipping and handling fees, the costs of which the sponsor must cover. Pens must be received at the warehouse address provided by NASP at least 2 weeks prior to the convention.)

**Totebag Insert** ..................$3,000
Get your message into the hands of all attendees! Include a flyer insert in the attendee totebags distributed on site with the convention Final Program and other important information. The sponsorship fee covers a one-page, two-sided insert. (Please call NASP Manager of Meetings Cheri Gainor, at 301-347-1673, to discuss the fee for including a larger printed piece or different kind of insert. All materials must be preapproved and received at the warehause address provided by NASP at least 2 weeks prior to the convention.)

**NEED MORE INFORMATION?** For more opportunities and information, or to create a sponsorship opportunity that fits your needs, please call NASP Manager of Meetings Cheri Gainor at 301-347-1673 or send an email to cgainor@nasweb.org.
Sponsorship Interest Form

NASP 2021 ANNUAL CONVENTION
February 23–26, 2021 • Salt Palace Convention Center • Salt Lake City, UT

BILLING INFORMATION

PLEASE PRINT CLEARLY OR TYPE ALL INFORMATION. Keep a copy of this form for your records. Fed. Tax ID No. ________________________________

Contact Name ____________________________

Title ____________________________

Company ____________________________

Address ____________________________

City ____________________________  State ______  Zip ____________________________

Phone ____________________________  Email ____________________________

Fax ____________________________  Signature ____________________________

SPONSORSHIP OPTIONS

Indicate your selection(s) below:

☐ Keynote Address ................................................................. $25,000  ☐ Exhibit Hall Coffee Service....................................................... $12,000

☐ NASP Awards Reception...................................................... $18,000  ☐ Documented/Featured Sessions................................. $10,000 each

☐ Welcome Party ................................................................. $15,000  ☐ Multicultural Meet and Greet................................. $7,500

☐ Attendee Totebags .......................................................... $15,000  ☐ Attendee Note Pads......................................................... $4,000

☐ Hotel Key Cards .......................................................... $12,000  ☐ Attendee Pens............................................................. $4,000

☐ Name Badge Lanyards .................................................. $12,000  ☐ Totebag Insert ........................................................... $3,000

SPONSORSHIP TOTAL $ ____________________________

Please await invoice prior to remitting payment.

Thank you for your support of NASP!