

# NASP 2022

## ANNUAL CONVENTION

### SPONSORSHIP OPPORTUNITIES

Become a convention sponsor to increase your visibility with the more than 5,000 school psychologists attending the NASP 2022 Annual Convention in Boston, MA. Supporting high-profile 2022 convention events and services is the most effective way to demonstrate your sponsorship with NASP while ensuring maximum exposure for your organization. You will have the opportunity to:

- Introduce your products/services to key school psychology leaders and decision makers.
- Enhance your organization's name recognition.
- Customize your sponsorship to match your goals and budget.

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

- 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 the 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, 2022. Contact NASP for additional details.
- Complimentary subscription to *Communiqué* newspaper and *NASP In Brief* newsletter
- One-time image post (1,200 px x 628 px) on the NASP Facebook page during the convention week (Please include any URLs or text in the image itself. The post text will include a thank-you for your sponsorship.)\*
- Additional organizational exhibit booth selection preference points for future NASP conventions

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

- Organization's website linked on NASP convention sponsorship webpage
- Company logo featured on registration counter kick panels
- Three complimentary invitations to the 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, 2022. Contact NASP for additional details.\*

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

- Two complimentary invitations to the 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, 2022. Contact NASP for additional details.\*



February 15–18, 2022  
Boston, MA

Hynes Convention Center

The National Association of School Psychologists (NASP) is moving ahead with cautious optimism and planning for a face-to-face convention in Boston, MA in 2022. Should that not be possible, however, the convention will be held virtually, and alternative sponsorship and exhibit opportunities will be made available and renegotiated with sponsor organizations.

### 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 webpage
- Recognition in the Final Program (if paperwork/payment are received by 1/6/22)
- Recognition and special formatting in the Exhibit Hall Handbook
- Recognition in the General Session slide show



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## ANNUAL CONVENTION

February 15–18, 2022—Boston, MA

SPONSOR BENEFITS AT A GLANCE	Platinum \$25,000 +	Gold \$15,000 +	Silver \$7,000 +	Bronze Less Than \$7,000
<b>PRECONVENTION BENEFITS</b>				
Name recognition on NASP's convention website sponsorship page	♥	♥	♥	♥
Your website linked on the NASP convention website sponsorship page	♥	♥		
One complimentary rotating website ad (566 px × 300 px) featured on the NASP convention webpage*	♥			
Complimentary attendee mailing list (one-time use of list, pre- or postconvention, available upon request)**	♥	♥	♥	♥
<b>ON-SITE BENEFITS</b>				
Recognition in the digital Final Program	Logo	Logo	Name	Name
Name recognition and special formatting in the Exhibit Hall Handbook	♥	♥	♥	♥
Recognition in the General Session slide show	Logo	Logo	Name	Name
Name recognition on sponsorship signage	♥	♥	♥	♥
Special sponsorship name badge ribbon	♥	♥	♥	♥
Company logo featured on registration counter kick panels	♥	♥		
Complimentary totebag insert*	♥			
Complimentary invitations to the President's Reception	4	3	2	
<b>POSTCONVENTION BENEFITS</b>				
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)**	♥	♥	♥	♥

\*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, 2022. For more information, please call Cheri Gainor at 301-347-1673 or send an email to [cgainor@naspweb.org](mailto:cgainor@naspweb.org).

# SPONSORSHIP OPTIONS

\*Symbols indicate added benefits of sponsorship opportunities.

## EVENTS

### Keynote Address.....\$25,000

Sponsor the headline speaker during the convention General Session, 11:00 a.m.-12:30 p.m., Wednesday, February 16, 2022, attended by approximately 3,000 participants. The 2022 Keynote Address will be delivered by Dr. Temple Grandin, a speaker who inspires and motivates others through the fascinating story of her life, with all of its challenges and successes, which is the subject of the HBO full-length film *Temple Grandin*, starring Claire Danes. Dr. Grandin has been featured on NPR and a number of major television programs, including a BBC special, ABC's *Primetime Live*, *The Today Show*, *Larry King Live*, *48 Hours*, and *20/20*. Dr. Grandin is the best-selling author of *The Way I See It: A Personal Look at Autism and Asperger's*, *Unwritten Rules of Social Relationships*, and *Thinking in Pictures*, among others, and has been written about in many national publications, including *Time* (among the "2010 Time 100" List of the world's most influential people), *People*, *Forbes*, *US News and World Report*, and *The New York Times*.

•As the exclusive sponsor, your organization will receive special recognition on the General Session slide show. •A 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.)

### NASP 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.

•A representative of your organization will be able to welcome participants to the reception. •Your organization's logo will appear on the awards flyer and will be projected in the reception room during the event.

### Boston 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 15, 2022.

•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 Services.....\$12,000

Increase traffic and goodwill 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 17, 2022.

•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.

### 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 Gainor at 301-347-1673 or send an email message to [cgainor@naspweb.org](mailto:cgainor@naspweb.org).

•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.

## PRODUCTS

### 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.)

### 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 2022 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 cost 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 by NASP** and received at the warehouse address provided by NASP at least 2 weeks prior to the convention.)\*



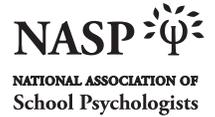
**NEED MORE INFORMATION?** For more opportunities and information, or to create a sponsorship opportunity that fits your needs, please call NASP Manager of Meetings Cheri Gainor at 301-347-1673 or send an email message to [cgainor@naspweb.org](mailto:cgainor@naspweb.org).



# Sponsorship Interest Form

## NASP 2022 ANNUAL CONVENTION

February 15–18, 2022 • Hynes Convention Center • Boston, MA



### 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:

- |  |  |
|--|--|
| <input type="checkbox"/> Keynote Address ..... \$25,000      | <input type="checkbox"/> Exhibit Hall Coffee Service..... \$12,000       |
| <input type="checkbox"/> NASP Awards Reception..... \$18,000 | <input type="checkbox"/> Documented/Featured Sessions..... \$10,000 each |
| <input type="checkbox"/> Welcome Party ..... \$15,000        | <input type="checkbox"/> Attendee Note Pads..... \$4,000                 |
| <input type="checkbox"/> Attendee Totebags ..... \$15,000    | <input type="checkbox"/> Attendee Pens ..... \$4,000                     |
| <input type="checkbox"/> Hotel Key Cards..... \$12,000       | <input type="checkbox"/> Totebag Insert ..... \$3,000                    |
| <input type="checkbox"/> Name Badge Lanyards ..... \$12,000  |  |

**SPONSORSHIP TOTAL**      \$ \_\_\_\_\_

**Please await invoice prior to remitting payment.**  
**Thank you for your support of NASP!**