

**2025**

**WINTER  
SPONSORSHIP  
PROSPECTUS**

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**February 1-4, 2025**



# 2025 WINTER CONFERENCE SPONSORSHIP OPTIONS

## OPENING SESSION

(\$13,000 exclusive sponsorship)

The sponsor will receive the opportunity for a company representative to address the attendees at NSA's Opening Plenary Session for up to five (5) minutes. You will introduce the Keynote speaker if the speaker is not a government official. Includes 1 banner ad on the official conference "app". Includes 1 flyer to be placed on all seats (on top of others, if any).

## CLOSING SESSION

(\$13,000 exclusive sponsorship)

The sponsor will receive the opportunity for a company representative to address the attendees at NSA's Closing Plenary Session for up to five (5) minutes. You will introduce the Keynote speaker if the speaker is not a government official. Includes 1 banner ad on the official conference "app". Includes 1 flyer to be placed on all seats (on top of others, if any).

## NSA BOARD OF DIRECTORS' LUNCHEON

(\$12,600 exclusive sponsorship)

Have your company recognized at this exclusive luncheon open only to NSA's Board of Directors and Committee of State Sheriffs' Associations' Executive Directors and Presidents. Opportunity for company representative to address luncheon attendees for up to five (5) minutes. Enjoy lunch with the NSA President and NSA Executive Director. Two (2) invitations.

## NSA BOARD OF DIRECTORS' MEETING

(\$10,000 exclusive sponsorship)

Have your company recognized at this meeting of the NSA Board of Directors, Executive Committee, Past Presidents, Committee of State Sheriffs' Association's Executive Directors and Presidents, and special guests. Sponsorship includes opportunity for company representative to address attendees for up to five (5) minutes and distribute materials. Buffet breakfast will be provided.

## COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS' MEETING

(\$9,500 exclusive sponsorship)

Address the Committee of State Sheriffs' Association' Executive Directors at their meeting for up to five (5) minutes. These leaders have direct influence in their respective states. Your company will be acknowledged as the meeting sponsor and you will have the ability to distribute materials. Receive list of committee members post meeting.

## FIRST TIME ATTENDEE BREAKFAST

(\$8,500 exclusive sponsorship)

Opportunity to interact with Board of Directors and those attending the conference for the first time at this breakfast. Your company will receive two (2) invitations to enjoy breakfast and three to five (3-5) minutes to address the first time attendees. You may distribute materials at each table. You will also receive a list of those who attend the breakfast after the show.

## HOTEL KEY CARDS

(\$8,000 exclusive sponsorship)

Be the company they see each time they reach for their hotel key. Put your company name, logo, and/or message on the key each attendee receives when checking into the hotel.

## CONFERENCE LANYARD/BADGE HOLDERS

(\$8,000 exclusive sponsorship)

Put your company name and logo on prominent display on our conference badge holders. Badges are worn by all attendees throughout the conference and are required to enter any conference event.

## PRESIDENT'S WELCOME RECEPTION

### Exclusive Sponsor

(\$12,000 exclusive sponsorship)

Have a VIP lounge area within the reception. Opportunity for a company representative to provide up to two (2) minutes of remarks to attendees of the President's Welcome Reception.

### Welcome Reception Partner

(\$7,500/partner)

Opportunity for a company representative to provide up to two (2) minutes of remarks to attendees of the President's Welcome Reception. Max two (2) partners (if no exclusive sponsor).

### Welcome Reception Sponsor

(\$2,000/sponsor)

Verbal recognition from a representative of NSA leadership from the podium. Multiple sponsors (if no exclusive sponsor).

## CONFERENCE REGISTRATION BAGS

(\$7,000 exclusive sponsorship)

These handy bags are given to each attendee at registration to carry materials during the conference. Another way to have your company name and logo walking the conference. Receive 1 bag insert to include in each bag as well!

## CONFERENCE APP SPONSOR

(\$6,500 exclusive sponsorship)

Have your logo highlighted on the homepage of the official Conference App at all times. This is where the Passport, important information about the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Your company name and/or logo will be on all app marketing. No printed programs will be provided so all attendees will rely heavily on the app throughout the show!

## BUFFET LUNCH SPONSOR (\$5,250/sponsor)

This sponsorship includes event specific signage at the buffet lunch for all attendees. You may provide one (1) flyer/brochure/item to be placed on each table.

## "WALKING BREAKFAST" SPONSOR

(\$5,250 exclusive sponsorship)

This sponsorship includes event specific signage at the "walking breakfast" in the Exhibit Hall. Attendees can grab breakfast and walk the hall! You may provide branded napkins, etc., if desired.

## CONFERENCE NOTEPAD

(\$4,500 exclusive sponsorship)

Have your logo on notepads that will be placed on/by the registration desk for attendees to grab throughout the show. A great way to have your logo walking the conference.

## COMMITTEE MEETING SPONSORSHIP

(\$4,500 exclusive sponsorship for each committee)

This sponsorship will be for one individual Committee Meeting. Sponsor will receive ability to distribute materials, recognition by the meeting Chair and the opportunity to address the attendees for up to three (3) minutes. Subject to the approval of the Committee Chair. Available Committees:

- Animal Cruelty and Abuse
- Border Security
- Court Security, Transpo. of Prisoners & Civil Process
- Domestic Violence and Crime Victim Services
- Drug Enforcement
- Emerging Technology and CJIS
- Governmental Affairs
- Homeland Security
- Jail, Detention, and Corrections
- Legal Affairs
- Outreach
- School Safety and Security
- Traffic Safety

## DESSERT IN EXHIBIT HALL (\$4,200/sponsor)

This sponsorship includes event specific signage at the dessert station inside the Exhibit Hall. You may provide branded napkins, etc., if desired.

## REGISTRATION COFFEE STATION

(\$3,500 exclusive sponsorship)

This sponsorship includes event specific signage at a coffee break station located by the registration desk (total of 3 hours). You may provide branded napkins, etc., if desired.

## EXHIBIT HALL COFFEE STATION

(\$3,500/station or \$9,000 for all 3 stations)

This sponsorship includes event specific signage at a coffee break station inside the Exhibit Hall (total of 3 hours). You may provide branded napkins, etc., if desired. Station time slots TBD.

## CONFERENCE PENS

(\$3,500 exclusive sponsorship)

Have your logo on the official conference pen. The pens will be placed on/by the registration desk for attendees to grab throughout the show. A great way to have your logo walking the conference.

## ROOM DROP (\$3,000/sponsor)

Reach every conference attendee staying at the JW Marriott by sponsoring a room drop. A promotional one-sheet or pamphlet of your choice will be distributed to each conference attendee's hotel room. Size restrictions apply. Total of three (3) sponsors.

### **CLOSING PRESIDENT'S RECEPTION** (\$2,000/sponsor)

The closing reception takes place on the final night of the conference. It is a great way to leave a lasting impression with attendees. This sponsorship includes event specific signage in the room and podium recognition at the event. Multiple sponsors.

### **AD ON REGISTRATION EMAIL CONFIRMATION** (\$2,000/sponsor)

Have your company's logo/ad placed on the confirmation email sent to every attendee upon registration. The logo/ad will link to your website. Max of three (3) sponsors.

### **CONFERENCE APP BANNER AD** (\$1,500/sponsor)

Have your ad displayed in front of users of the official Conference App. This is where all important information about the conference schedule, sessions, Passport, Exhibit Hall and all other things conference-related will be posted. There will be no printed program so all attendees will rely heavily on the app.

### **PASSPORT (DIGITAL)** (\$800, 12 spaces available)

All attendees receive a digital Passport on the Conference App. Attendees visit each Passport tabletop and scan a unique QR code. They must collect all participating tabletop codes to be included in the drawing for the Passport grand prize (TBD)!

### **BAG INSERT** (\$650/insert)

Reach all attendees with your company flyer, brochure, postcard, or branded item inserted into each conference bag given to attendees at registration. It is a great way to direct traffic to your exhibit space, highlight a new product/program, and drive traffic to your website!

### **FLYER TO NSA BOARD OF DIRECTORS** (\$500/sponsor)

Have your flyer included in a packet distributed to the Board of Directors at their meeting. Each packet will be placed at each board member's seat. A great way to have your message directly in the hands of NSA leadership and stand out from other vendors.

### **FLYER ON PLENARY SESSION ATTENDEE CHAIRS** (\$500/sponsor)

Have your flyer placed on the attendee chairs of the Opening Plenary Session or the Closing Plenary Session. These are the highest attended events and a great opportunity to deliver your message directly to attendees. Total of 250 seats at each session.

### **TEXT TO ATTENDEES** (\$400/sponsor)

Have a personalized text sent to all attendees during the conference. Promote your tabletop number, product, or giveaway! Times are subject to NSA availability. Character limit of 150 characters.

### **OPENING RECEPTION DRINK TICKETS** (\$250/10 Tickets)

Purchase a pack of 10 drink tickets to give away to attendees at your tabletop. Attendees can use the drink tickets at the Opening Reception. You will be given a sticker to place at your tabletop announcing that you have tickets. A great way grab attendees' attention and promote your organization. Save your extra tickets and use them during the reception to buy a Sheriff a drink! A unique way to say thank you!

## **SIGNAGE**

### **Full Column Wraps:** \$5,000 per column

Have your company name, logo and tabletop number displayed on a large 360° pillar wrap on columns throughout the hotel ballroom and/or meeting room levels (exact locations TBD). This is an eye-catching option to gain exposure!

### **Half Column Wraps:** \$3,000 per column

Have your company name, logo and tabletop number displayed on a half column wrap on a column of your choice throughout the hotel ballroom and/or meeting room levels (exact locations TBD). This is an eye-catching option to gain exposure!

### **Escalator Clings:** \$3,000 for two (2) clings

Have your image featured on the glass of the escalators leading down to the conference! Each cling will be 2ft x 2ft and can be placed on the escalator of your choice.

### **Floor Clings:** \$3,000 for two (2) clings

Have your image on a 3ft x 3ft floor cling at the end of your aisle in the Exhibit Hall. A great way to guide attendees to your tabletop while they are navigating the hall.

## **PACKAGES**

### **CONFERENCE NOTEPAD AND PEN PACKAGE** (\$7,000 exclusive sponsorship)

Have your logo on the official conference pen and notepad! The pens and notepads will be placed on/by the registration desk for attendees to grab during the show or placed in each registration bag!

### **ULTIMATE PACKAGE**

*Have your brand and message in front of the maximum number of attendees via multiple touchpoints!*

Conference App Banner Ad  
Passport Space  
3 Text Messages  
1 Bag Insert

Flyer on Plenary Session Chairs  
Flyer to Board of Directors  
Opening Reception Drink Tickets (10)  
**\$4,500** (\$5,200 value)

### **DIGITAL PACKAGE**

*Have a digital presence at the show!*

Conference App Banner Ad  
Passport Booth  
1 Text to Attendees  
**\$2,400** (\$2,700 value)

### **LITERATURE PACKAGE**

Have your message reach attendees throughout the show!

Bag Insert  
Flyer on Plenary Session Chairs  
Flyer to Board of Directors  
**\$1,450** (\$1,650 value)

### **MESSAGE PACKAGE**

Get your message into the phones and hands of attendees!

3 Text Messages  
1 Bag Insert  
**\$1,450** (\$1,650 value)

### **TRAFFIC PACKAGE**

Increase traffic to your tabletop!  
Passport Space  
Opening Reception Drink Tickets (10)  
1 Text to Attendees  
**\$1,250** (\$1,450 value)

**INTERESTED IN RESERVING A SPONSORSHIP? HAVE AN IDEA FOR SOMETHING CUSTOM? PLEASE CONTACT:**

Lindsay Hopkins  
Director of Sponsorships and Partnerships  
[lhopkins@sheriffs.org](mailto:lhopkins@sheriffs.org)

**VISIT [WWW.NSAWINTER.ORG/SPONSOR](http://WWW.NSAWINTER.ORG/SPONSOR) FOR MORE INFORMATION**

## ABOUT THE CONFERENCE:

Strategically held during the 1st quarter of 2025, the NSA Winter Conference jumpstarts your year with a strong, intimate, and energy-packed event where everything takes place under one roof – the JW Marriott hotel in Washington, DC. NSA's Winter Conference blends a special group of over 450 powerful decision makers and over 130 exhibitors with whom you can meet, talk, and begin business relationships that will pay dividends!

## BENEFITS OF SPONSORING:

Your products and services are of immediate interest to our membership and conference attendees. Sheriffs have buying power and authority for their counties. Sheriffs and their staff are looking for the newest and most innovative gear, technology, and training to strengthen their teams. This is your opportunity to increase your reach, strengthen your brand recognition, and create lasting relationships at the show. Take advantage of this once-a-year marketing opportunity and become a Conference Sponsor!

### All sponsors receive:

- Listing on Conference App
- Listing on Event Signage
- Listing on Conference Website
- Listing in Sheriff & Deputy Magazine
- Deputy Level and Above Receive Complimentary Registration(s)
- Captain Level and Above Receive the Attendee List

TIER NAME	SPONSORSHIP EVENT	FREE REGISTRATION
Deputy	\$3,000-\$5,999	1
Captain	\$6,000-\$8,999	2
Chief Deputy	\$9,000-\$11,999	3
Sheriff	\$12,000+	4