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**SAMPLE EVENT SPONSORSHIP PACKAGES**

How can you create enough value to entice potential sponsors? How should your sponsor packages be structured? The answers depend from organization to organization, but here is a sample event sponsorship structure that you can use as a jumping-off point:

**BRONZE SPONSOR - $2,500**

* An Exhibitor Booth at the Annual National Conference
* Recognition at the Conference as an Annual Sponsor
* Your logo displayed on the association website for 6 months with a link to your company’s webpage
* An ad in the association newsletter 4 times per year
* Graphic indicating sponsorship level for your use

**SILVER SPONSOR - $3,500**

* An Exhibitor Booth and additional registration at the National Conference
* Recognition at the Conference as an Annual Sponsor
* Your logo displayed on the association website for 8 months with a link to your company’s webpage
* An ad in the association newsletter 5 times per year
* Graphic indicating sponsorship level for your use

**GOLD SPONSOR - $5,000**

* An Exhibitor Booth and 2 additional registrations at the National Conference
* Recognition at the Conference as an Annual Sponsor
* Your logo displayed on the association website for 10 months with a link to your company’s webpage
* An ad in the association newsletter 6 times per year
* Graphic indicating sponsorship level for your use
* Session Sponsor at the National Conference where you can introduce the speaker
* ½ page ad in the conference program

**PLATINUM SPONSOR - $7,500**

* An Exhibitor Booth and 3 additional registrations at the National Conference
* Recognition at the Conference as an Annual Sponsor and Platinum Level Sponsor
* Your logo displayed on the association website for 12 months with a link to your company’s webpage
* An ad in every edition of the association newsletter for the year
* Graphic indicating sponsorship level for your use
* Session Sponsor at the National Conference where you can introduce the speaker
* Full page ad in the conference program
* 5 minutes of microphone time to address conference attendees during the General Session
* Your logo on conference promotional materials

**TITLE SPONSOR - $10,000**

* An Exhibitor Booth and 4 additional registrations at the National Conference
* Recognition as Title Sponsor at the Conference
* Your logo displayed on the association website for 12 months with a link to your company’s webpage
* An ad in every edition of the association newsletter for the year
* Graphic indicating sponsorship level for your use
* Session Sponsor at the National Conference where you can introduce the speaker
* Full page ad in the conference program
* 15 minutes of microphone time to address conference attendees during the General Session
* Your logo on conference promotional materials
* Hand out your branded promotional items at the conference
* Company spotlight in an email to our entire national database