

NATIONAL SHERIFFS' ASSOCIATION



CORPORATE PARTNERSHIPS

SUPPLY. INFORM. SUPPORT.

BECOME A CORPORATE PARTNER TODAY -
CHOOSE THE LEVEL OF BENEFITS TO FIT YOUR
COMPANY'S NEEDS.





NATIONAL SHERIFFS' ASSOCIATION

DIAMOND LEVEL - \$30,000

As a **Diamond Partner**, you will receive exclusive access to NSA's leadership. You will receive an invitation to a private sit-down dinner with NSA's Executive Committee. This intimate setting will give you coveted time with the key policy makers within the organization.

The dinner is only open to Diamond Level Partners and will be held annually at our Winter Conference. Your company will also be invited to a private reception at our Annual Conference with the Board of Directors and staff. The Diamond Level Partnership provides you 2 events annually to create valuable connections with the highest level of leadership within NSA. This premier partnership level gives your company the maximum exposure within the association with booth spaces at both conferences as well as other marketing offerings. **This level is perfect for companies that want exclusive one-on-one access to the leadership of NSA.**

Private Dinner with Members of NSA's Executive Committee and Headquarters' Leadership (Winter Conference)

Exclusive to Diamond Partners only, this intimate setting gives you the opportunity to dialogue one-on-one with members of NSA's Executive Committee and the NSA Executive Director and/or Deputy Executive Director. A unique experience to develop strong personal relationships and share information with key NSA policy makers. (2 invitations)

Reception with NSA Board of Directors and Staff

As a Diamond Partner, you receive an invitation to join a private reception at NSA's Annual Conference hosted by the NSA Board of Directors and NSA Staff. This event is restricted to Diamond and Platinum Level Corporate Partners only. The reception is an informal gathering that, once more, offers you the opportunity to interact with NSA decision makers and staff.

1 Booth at Annual Conference

Receive **1 free** 10x10 booth at NSA's Annual Conference. This offer includes 2 full conference registrations as well as 2 chairs, one 6' table, carpeting and draping. Exhibiting at the Annual Conference is your best way to reach the buying power of the nation's Sheriffs. Your competition will be there, and so should you!

1 Tabletop Exhibit at Winter Conference

Receive **1 free** tabletop exhibit at NSA's Winter Conference. This includes a 6' skirted tabletop, 2 chairs, carpet, and 2 full conference registrations. At this conference in Washington, DC, you will meet high-level leadership from federal agencies, members of Congress, and Sheriffs who come together to discuss pending legislation and trending technologies/products.

Priority Booth Selection

As a Diamond Partner, you receive **1st choice*** of exhibit booth location for the following year. This affords you the privilege of selecting the most favorable locations before any other conference exhibitors.

Annual Sheriffs' Directory

Receive **1 free** printed version of the NSA Annual Sheriffs' Directory as well as **1 free** digital version (Excel and/or PDF). Your company will also be listed in the directory. The Annual Sheriffs' Directory is published each year in the spring. It reflects the results of recent elections and is updated with current information on all the newly-elected Sheriffs, state Sheriffs' association information, and an alphabetical listing of all U.S. Sheriffs. It is an indispensable reference tool!

Signage and Recognition

Your company logo is featured on NSA's Thank You signage at both the Winter and Annual Conferences. This recognition also includes name tag ribbons for your representatives (if applicable), letting other attendees know you are a Corporate Partner, as well as floor signage at your booth. You will also receive special announcement recognition highlighting your company to all attendees.

NSA Website

Your company's name and logo will be placed on the NSA website (www.sheriffs.org) with a link back to your company's website. This promotes your brand as well as drives traffic to your website.

Corporate Partner Logo

Use of NSA's Corporate Partner logo. This allows you to highlight your affiliation with the National Sheriffs' Association. It lets everyone know you are a proud supporter of Sheriffs. It may be used on your website, publications, marketing materials, etc. (Subject to terms and conditions).

Memberships and Pins

Receive **4 complimentary** Auxiliary Memberships each year to NSA. This gives you exclusive NSA member benefits, including discounts, *Sheriff & Deputy* magazine, and more. Your company also will receive **6 complimentary** Corporate Partner pins.

**after anchor exhibitors are placed*



NATIONAL SHERIFFS' ASSOCIATION

PLATINUM LEVEL - \$15,000

As a **Platinum Partner**, you will receive valuable access to NSA's leadership. Your company will be invited to a private reception annually that allows you to create strong personal relationships with the decision makers of the organization. This partnership level gives your company increased exposure within the association with discounts on booth spaces at each conference as well as other marketing offerings. **This level is perfect for companies that want to increase their voice with NSA's leadership.**

Reception with NSA Board of Directors and Staff

As a Platinum Partner, you receive an invitation to join a private reception at NSA's Annual Conference hosted by the NSA Board of Directors and NSA Staff. This event is restricted to Diamond and Platinum Level Corporate Partners only. The reception is an informal gathering that offers you the opportunity to interact with NSA decision makers and staff.

Discount on Booth at Annual Conference

Receive **50% off** one 10x10 booth at NSA's Annual Conference. This includes 2 full conference registrations as well as 2 chairs, one 6' table, carpeting and draping. Exhibiting at the Annual Conference is your best way to reach the buying power of the nation's Sheriffs. Your competition will be there, and so should you!

Discount on Tabletop Exhibit at Winter Conference

Receive **50% off** one tabletop exhibit at NSA's Winter Conference. This includes a 6' skirted tabletop, 2 chairs, carpet, and 2 full conference registrations. At this conference in Washington, DC, you will meet high-level leadership from federal agencies, members of Congress, and Sheriffs who come together to discuss pending legislation and trending technologies/products.

Priority Booth Selection

As a Platinum Partner, you will receive **2nd choice** of exhibit booth location for the following year (after Diamond Partners). This affords you the privilege of selecting the most favorable locations before most other conference exhibitors.

Discount on Annual Sheriffs' Directory

Receive **1 free** printed version of the Annual Sheriffs' Directory as well as **50% off** the digital version (Excel and/or PDF). Your company will also be listed in the directory. The Annual Sheriffs' Directory is published each year in the spring. It reflects the results of recent elections and is updated with current information on all the newly-elected Sheriffs, state Sheriffs' association information, and an alphabetical listing of all U.S. Sheriffs. It is an indispensable reference tool!

Signage and Recognition

Your company logo is featured on NSA's Thank You signage at both the Winter and Annual Conferences. This recognition also includes name tag ribbons for your representatives (if applicable), letting other attendees know you are a Corporate Partner, as well as floor signage at your booth. You will also receive special announcement recognition highlighting your company to all attendees

NSA Website

Your company's name and logo will be placed on the NSA website (www.sheriffs.org) with a link back to your company's website. This promotes your brand as well as drives traffic to your website.

Corporate Partner Logo

Use of NSA's Corporate Partner logo. This allows you to highlight your affiliation with the National Sheriffs' Association. It lets everyone know you are a proud supporter of Sheriffs. It may be used on your website, publications, marketing materials, etc. (Subject to terms and conditions).

Memberships and Pins

Receive **2 complimentary** Auxiliary Memberships each year to NSA. This gives you exclusive NSA member benefits, including discounts, *Sheriff & Deputy* magazine, and more. Your company also will receive **3 complimentary** Corporate Partner pins.



NATIONAL SHERIFFS' ASSOCIATION

GOLD LEVEL - \$10,000

As a **Gold Partner**, you will receive increased exposure within the association with discounts on booth spaces at each conference as well as verbal recognition at each conference, signage and use of the Corporate Partner logo. **This level is perfect for companies that want to increase their reach within NSA and be highlighted on multiple platforms.**

Discount on Booth at Annual Conference

Receive **25% off** one 10x10 booth at NSA's Annual Conference. This offer includes 2 full conference registrations as well as 2 chairs, one 6' table, carpeting and draping. Exhibiting at the Annual Conference is your best way to reach the buying power of the nation's Sheriffs. Your competition will be there, and so should you!

Discount on Tabletop Exhibit at Winter Conference

Receive **25% off** one tabletop exhibit at NSA's Winter Conference. This includes a 6' skirted tabletop, 2 chairs, carpet, and 2 full conference registrations. At this Conference in Washington, DC, you will meet high-level leadership from federal agencies, members of Congress, and Sheriffs who come together to discuss pending legislation and trending technologies/products.

Priority Booth Selection

As a Gold Partner, you will receive **3rd choice** of exhibit booth location for the following year (after Diamond and Platinum Partners). This affords you the privilege of selecting the most favorable locations before most other conference exhibitors.

Discount on Annual Sheriffs' Directory

Receive **1 free** printed version of NSA's Annual Sheriffs' Directory as well as **25% off** the digital version (Excel and/or PDF). The Annual Sheriffs' Directory is published each year in the spring. It reflects the results of recent elections and is updated with current information on all the newly-elected Sheriffs, state Sheriffs' association information, and an alphabetical listing of all U.S. Sheriffs. It is an indispensable reference tool!

Signage and Recognition

Your company logo is featured on NSA's Thank You signage at both the Winter and Annual Conferences. This recognition also includes name tag ribbons for your representatives (if applicable), letting other attendees know you are a Corporate Partner, as well as floor signage at your booth. You will also receive special announcement recognition highlighting your company to all attendees.

NSA Website

Your company's name will be listed on the NSA website (www.sheriffs.org).

Corporate Partner Logo

Use of NSA's Corporate Partner logo. This allows you to highlight your affiliation with the National Sheriffs' Association. It lets everyone know you are a proud supporter of Sheriffs. It may be used on your website, publications, marketing materials, etc. (Subject to terms and conditions).

Memberships and Pins

Receive **1 complimentary** Auxiliary Membership each year to NSA. This gives you exclusive NSA member benefits, including discounts, Sheriff & Deputy magazine, and more. Your company also will receive **2 complimentary** Corporate Partner pins.



NATIONAL SHERIFFS' ASSOCIATION

SILVER LEVEL - \$5,000

As a **Silver Partner**, you will receive increased exposure within the association with discounts on booth spaces at each conference as well as 'thank you' signage at each conference. **This level is perfect for companies that want to attend NSA events and have their name highlighted.**

Discount on Booth at Annual Conference

Receive **15% off** one 10x10 booth at NSA's Annual Conference. This offer includes 2 full conference registrations as well as 2 chairs, one 6' table, carpeting and draping. Exhibiting at the Annual Conference is your best way to reach the buying power of the nation's Sheriffs. Your competition will be there, and so should you!

Discount on Tabletop Exhibit at Winter Conference

Receive **15% off** one tabletop exhibit at NSA's Winter Conference. This includes a 6' skirted tabletop, 2 chairs, carpet, and 2 full conference registrations. At this Conference in Washington, DC, you will meet high-level leadership from federal agencies, members of Congress, and Sheriffs who come together to discuss pending legislation and trending technologies/products.

Priority Booth Selection

As a Silver Partner, you will receive **4th choice** of exhibit booth location for the following year (after Diamond, Platinum, and Gold Partners). This affords you the privilege of selecting the most favorable locations before most other conference exhibitors.

Discount on Annual Sheriffs' Directory

Receive **1 free** printed version of NSA's Annual Sheriffs' Directory as well as **15% off** the digital version (Excel and/or PDF). The Annual Sheriffs' Directory is published each year in the spring. It reflects the results of recent elections and is updated with current information on all the newly-elected Sheriffs, state Sheriffs' association information, and an alphabetical listing of all U.S. Sheriffs. It is an indispensable reference tool!

Signage and Recognition

Your company logo is featured on NSA's Thank You signage at both the Winter and Annual Conferences. This will highlight your company to all of our attendees.

Pins

Your company will receive **1 complimentary** Corporate Partner pin to highlight your partnership.



NATIONAL SHERIFFS' ASSOCIATION

CORPORATE PARTNER LEVEL COMPARISON

Supply. Inform. Support.

Become a corporate partner today -
choose the level of benefits to fit your company's needs.



BENEFIT	DIAMOND	PLATINUM	GOLD	SILVER
Private Dinner with Executive Committee and NSA Leadership - Winter	X			
Reception with BOD and NSA Staff - Annual	X	X		
10x10 Booth – Annual	X	50% OFF	25% OFF	15% OFF
Tabletop Exhibit – Winter	X	50% OFF	25% OFF	15% OFF
Priority Booth Selection Order - Annual and Winter	FIRST	SECOND	THIRD	FOURTH
Digital Version of Annual Sheriffs' Directory	X	50% OFF	25% OFF	15% OFF
Printed Version of Annual Sheriffs' Directory	X	X	X	X
Thank You Signage – Annual and Winter	X	X	X	X
Verbal Announcement - Annual and Winter	X	X	X	
Ribbons and Floor Signage - Annual and Winter	X	X	X	
Company Name Listed on NSA website	X	X	X	
Use of NSA Corporate Partner Logo (Subject to Terms and Conditions)	X	X	X	
Company Logo Listed and Linked to on NSA website	X	X		
Company Listed in Annual Sheriffs' Directory	X	X		
Number of Complimentary Corporate Partner Pins	6	3	2	1
Number of Complimentary NSA Auxiliary Memberships	4	2	1	
TOTAL INVESTMENT COST	\$30,000	\$15,000	\$10,000	\$5,000

For more information, please contact Lindsay Hopkins, NSA Sponsorship & Partnership Sales Manager, 703.838.5343 or lhopkins@sheriffs.org.