

2023

NATIONAL SHERIFFS' ASSOCIATION

CORPORATE PARTNERSHIPS



SUPPLY. INFORM. SUPPORT.

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

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BECOME A CORPORATE PARTNER TODAY.

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ABOUT NSA:

The National Sheriffs' Association (NSA) is dedicated to serving the Office of Sheriff and its affiliates through law enforcement education and training, and through the provision of general law enforcement informational resources. NSA represents 3,086 sheriffs, deputies, and other law enforcement, and public safety professionals.

Those 3,086 sheriffs are in 48 states, oversee 450,000 sworn and administrative staff, 90% of PSAPS nationally, have over 750,000 jail beds, approximately 1,000,000 mobile devices, approximately 1,000,000 computers and are voice of safety in the north, south, east and west.

WHY BECOME A CORPORATE PARTNER OF NSA?

Corporate Partners of NSA receive the benefits of brand awareness, connections with leadership, discounted advertising rates in *Sheriff & Deputy* magazine and on www.sheriffs.org, discounted exhibit rates, and invitations to exclusive receptions and dinners that give you the opportunity to make connections and build relationships with key policy makers within the organizations.

NSA hosts two conferences each year. The NSA Winter Conference is held in Washington D.C. in February each year and averages 800 attendees. NSA's Annual Conference is held in June each year at different locations within the United States and averages 2,500 attendees. Don't miss the opportunity to stand out at each show!

At all four tiers of Corporate Partnership, your organization is gaining exposure, building long-lasting connections, supporting the association, and most importantly supporting the nation's 3,000+ sheriffs. They need your support now more than ever.

TO BECOME A CORPORATE PARTNER OR IF YOU HAVE ANY QUESTIONS ON THE PROGRAM, PLEASE CONTACT

Lindsay Hopkins

lhopkins@sheriffs.org

703-838-5343

www.sheriffs.org/partners



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. 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 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 **priority choice** of exhibit booth location for the following year. This affords you the privilege of selecting the most favorable locations.

Registrations to Winter and Annual Conference

Receive **4** registrations to the Winter Conference as well as **4** registrations to the Annual Conference (includes 2 banquet tickets).

Discounted Rates on Advertising

Receive access to discounted advertising rates offered to Corporate Partners only. This includes full page ads in Sheriff & Deputy Magazine, banner ads on the NSA website (www.sheriffs.org), webinar sponsorships, social media posts, as well as ads in NSA Newsletters. Offerings subject to change each year.

Corporate Partner Email Blast

Your company logo, name, link, and description will be included in the annual "Corporate Partner Email". This email will be sent from NSA to all members (who have opted into emails) highlighting Corporate Partners. It is a great chance to gain exposure and increase brand recognition. This email will be sent in Q4 (Oct-Dec) of each year (send date subject to change without notice).

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. Listing on flyer placed in all registration bags at both the Annual and Winter Conference highlighting Corporate Partners. Your company will also be listed on the Official Conference web-based "App" during shows along with your booth number (if applicable).

NSA Website

Your company's 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



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. 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 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 **priority choice** of exhibit booth location for the following year. This affords you the privilege of selecting the most favorable locations.

Registrations to Winter and Annual Conference

Receive **2** registrations to the Winter Conference as well as **2** registrations to the Annual Conference (banquet excluded).

Discounted Rates on Advertising

Receive access to discounted advertising rates offered to Corporate Partners only. This includes full page ads in Sheriff & Deputy Magazine, banner ads on the NSA website (www.sheriffs.org), webinar sponsorships, social media posts, as well as ads in NSA Newsletters. Offerings subject to change each year.

Corporate Partner Email Blast

Your company logo and link will be included in the annual "Corporate Partner Email". This email will be sent from NSA to all members (who have opted into emails) highlighting Corporate Partners. It is a great chance to gain exposure and increase brand recognition. This email will be sent in Q4 (Oct-Dec) of each year (send date subject to change without notice).

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. Listing on flyer placed in all registration bags at both the Annual and Winter Conference highlighting Corporate Partners. Your company will also be listed on the Official Conference web-based "App" during shows along with your booth number (if applicable).

NSA Website

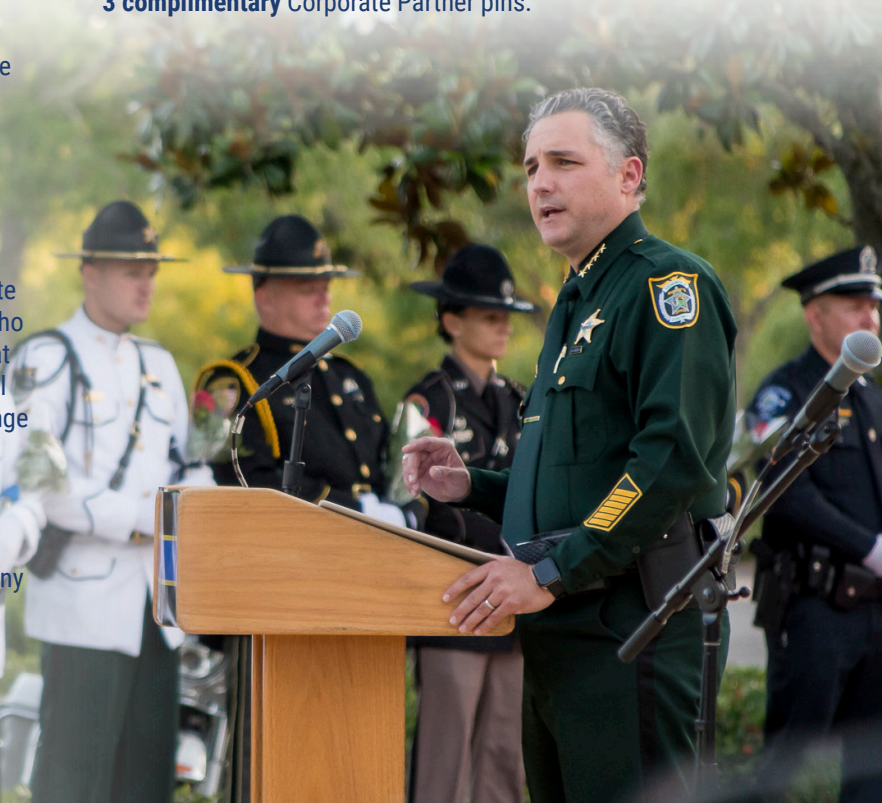
Your company's logo will be placed on the NSA website (www.sheriffs.org) with a link back to your company's website. This promotes your brand as well as drives traffic to your website.

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.





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. 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 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 **priority choice** of exhibit booth location for the following year. This affords you the privilege of selecting the most favorable locations.

Registrations to Winter and Annual Conference

Receive 1 registration to the Winter Conference as well as 1 registration to the Annual Conference (banquet excluded).

Discounted Rates on Advertising

Receive access to discounted advertising rates offered to Corporate Partners only. This includes full page ads in Sheriff & Deputy Magazine, banner ads on the NSA website (www.sheriffs.org), webinar sponsorships, social media posts, as well as ads in NSA Newsletters. Offerings subject to change each year.

Corporate Partner Email Blast

Your company name and link will be included in the annual "Corporate Partner Email". This email will be sent from NSA to all members (who have opted into emails) highlighting Corporate Partners. It is a great chance to gain exposure and increase brand recognition. This email will be sent in Q4 (Oct-Dec) of each year (send date subject to change without notice).

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. Listing on flyer placed in all registration bags at both the Annual and Winter Conference highlighting Corporate Partners. Your company will also be listed on the Official Conference web-based "App" during shows along with your booth number (if applicable).

NSA Website

Your company's link 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.





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. 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 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 **priority choice** of exhibit booth location for the following year. This affords you the privilege of selecting the most favorable locations.

Discounted Rates on Advertising

Receive access to discounted advertising rates offered to Corporate Partners only. This includes full page ads in Sheriff & Deputy Magazine, banner ads on the NSA website (www.sheriffs.org), webinar sponsorships, social media posts, as well as ads in NSA Newsletters. Offerings subject to change each year.

Signage and Recognition

Your company name 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. 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. Listing on flyer placed in all registration bags at both the Annual and Winter Conference highlighting Corporate Partners. Your company will also be listed on the Official Conference web-based "App" during shows along with your booth number (if applicable).

NSA Website

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

Pins

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





NATIONAL SHERIFFS' ASSOCIATION

CORPORATE PARTNER LEVEL COMPARISON

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

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Become a preferred 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 - Annual and Winter	X	X	X	X
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
Company Name Listed on NSA website	X	X	X	X
Listed on Registration Bag Flyers and Conference web-based App (Annual and Winter)	X	X	X	X
Ribbons and Floor Signage - Annual and Winter	X	X	X	X
Complimentary Conference Registrations - Annual and Winter	4	2	1	
Discounted Rates on Advertising	X	X	X	X
Corporate Partner Email Blast	LOGO, DESCRIPTION & LINK	LOGO & LINK	LINK	
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



NATIONAL SHERIFFS' ASSOCIATION

**CORPORATE
PARTNERSHIP
PROGRAM**

WWW.SHERIFFS.ORG/PARTNERS