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.

Registrations to Winter and Annual Conference
Receive 4 registrations to the Winter Conference as well as 4 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 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).

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.
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.

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. 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.

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. 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.

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.
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.
### Corporate Partner Level Comparison

**Benefit**
- **Private Dinner with Executive Committee and NSA Leadership - Winter**
- **Reception with BOD and NSA Staff - Annual**
- **10x10 Booth – Annual**
- **Tabletop Exhibit – Winter**
- **Priority Booth Selection Order - Annual and Winter**
- **Digital Version of Annual Sheriffs’ Directory**
- **Printed Version of Annual Sheriffs’ Directory**
- **Thank You Signage – Annual and Winter**
- **Verbal Announcement - Annual and Winter**
- **Ribbons and Floor Signage - Annual and Winter**
- **Complimentary Conference Registrations - Annual and Winter**
- **Discounted Rates on Advertising**
- **Corporate Partner Email Blast**
- **Company Name Listed on NSA website**
- **Use of NSA Corporate Partner Logo (Subject to Terms and Conditions)**
- **Company Logo Listed and Linked to on NSA website**
- **Company Listed in Annual Sheriffs’ Directory**
- **Number of Complimentary Corporate Partner Pins**
- **Number of Complimentary NSA Auxiliary Memberships**

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<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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**Total Investment Cost**
- Diamond: $30,000
- Platinum: $15,000
- Gold: $10,000
- Silver: $5,000

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