



**2027**  
**WINTER**  
**SPONSORSHIP**  
**PROSPECTUS**

**February 8-12, 2027**  
**Washington, DC**

# 2027 WINTER CONFERENCE SPONSORSHIP OPTIONS

## OPENING GENERAL SESSION

(\$13,000 exclusive)

Address attendees for up to five minutes at NSA's Opening General Session. Introduce the Keynote speaker (if not a government official). Includes one banner ad on the Conference App and one flyer placed on all session seats

## NSA BOARD OF DIRECTORS' LUNCHEON

(\$12,600 exclusive)

Your company will be featured at this invitation-only luncheon attended by NSA's Board of Directors and the Executive Directors of the State Sheriffs' Associations.

You will receive up to five minutes to address this influential group, two invitations, and reserved seating with the NSA President and Executive Director during lunch. This sponsorship also includes a Conference App Banner Ad to further increase your visibility.

## NSA PRESIDENT'S WELCOME RECEPTION

### Exclusive Sponsor

(\$12,000 exclusive)

Enjoy your own VIP lounge, where you can invite attendees to network and relax. The space features a private bar, soft seating, high-top tables, branded screens, and table tents showcasing your company on each table. You also have the opportunity to deliver up to five minutes of remarks to reception attendees.

### Welcome Reception Partner

(\$7,500/partner)

Two minutes of remarks. Maximum of two partners if no exclusive sponsor.

### Welcome Reception Sponsor

(\$2,000/sponsor)

Verbal recognition from NSA leadership. Multiple sponsors if no exclusive sponsor.

## NSA BOARD OF DIRECTORS' MEETING

(\$10,000 exclusive)

Have your company highlighted at this meeting of the NSA Board of Directors, Executive Committee, Past Presidents, State Sheriffs' Associations' Executive Directors and Presidents, and invited guests. Your representative will have up to five minutes to speak to this influential group and may distribute materials. A buffet breakfast is included, and you are welcome to take part.

## "HILL DAY" PRIVATE ROOM

(\$10,000 exclusive)

Sponsor a private room at the Capitol Hill Club with a buffet lunch, refreshments, workspace, and Wi Fi for 75 to 100 participants. This sponsorship includes two lunch invitations, five minutes to present to attendees, event signage, materials placed on tables, and the attendee list after the event. You are welcome to remain in the room for the full five-hour period as sheriffs come and go between their meetings.

## + GOVERNMENTAL AFFAIRS COMMITTEE

(\$13,000 exclusive)

Sponsor the "Hill Day" private room and the Governmental Affairs Committee. Includes five minutes to address the committee, distribute materials, and have your logo outside the room.

## CONFERENCE LANYARD/BADGE HOLDERS

(\$10,000 exclusive)

Your company name and logo appear on badge holders worn by every attendee throughout the conference. Badges are required for all events.

## BUFFET LUNCH SPONSOR

(\$10,000 exclusive)

Address almost all attendees at the Buffet Lunch with up to five minutes of speaking time. Sit at the head table alongside the NSA President and Executive Director, distribute materials to every seat, and have your logo prominently displayed on digital screens throughout the room.

## CLOSING NSA PRESIDENT'S RECEPTION

Exclusive Sponsor (\$10,000 exclusive)

Enjoy your own VIP lounge, where you can invite attendees to network and relax. The space features a private bar, soft seating, high-top tables, branded screens, and table tents showcasing your company on each table. You also have the opportunity to deliver up to five minutes of remarks to reception attendees.

### Closing Reception Partner (\$6,500/partner)

Two minutes of remarks. Maximum of two partners if no exclusive sponsor.

### Closing Reception Sponsor (\$1,500/sponsor)

Verbal recognition from NSA leadership. Multiple sponsors if no exclusive sponsor.

## COMMITTEE OF STATE SHERIFFS' ASSOCIATIONS' MEETING (\$9,500 exclusive)

Speak directly to the State Sheriffs'

Association Executive Directors for up to five minutes. Your company will be recognized as the meeting sponsor, you may distribute materials, and you will receive the attendee list after the meeting. A buffet breakfast is included, and you are welcome to take part.

## HOTEL KEY CARDS (\$9,000 exclusive)

Your company's ad will appear on one side of every hotel key card given to attendees at check-in, with an NSA ad on the opposite side. This keeps your brand in front of attendees each time they enter their rooms.

## FIRST TIME ATTENDEE BREAKFAST

(\$8,500 exclusive)

Engage with NSA leadership and attendees who are new to the conference at the opening event of the week. This is a prime opportunity to make a first and lasting impression. You will receive two invitations, up to five minutes to speak, the ability to place materials on tables, and the attendee list after the event.

## CONFERENCE REGISTRATION BAGS

(\$8,500 exclusive)

Put your brand front and center with every attendee receiving a bag filled with conference materials. Your logo will appear on the bag, and you can include one item or flyer to showcase your company. This ensures your branding is seen throughout the entire event.

## CONFERENCE APP SPONSOR

(\$6,000 exclusive)

Have your ad appear prominently on the App homepage, the sole source for all essential conference information (there is no printed program!). You also receive a branded homepage tab to showcase your company with information, testimonials, images, and links ensuring attendees see your brand every time they access the App.

## CONFERENCE NOTEPAD (\$4,700 exclusive)

Your logo appears on notepads included in every registration bag. Attendees can use them to take notes during sessions throughout the conference, keeping your brand visible all event long.

## NSA COMMITTEE MEETING SPONSORSHIP

(\$4,500 each)

Sponsor an NSA Committee Meeting and connect directly with the attendees most engaged in your industry. Enjoy verbal recognition, distribute materials, and deliver up to five minutes of remarks to this highly relevant audience. Subject to Committee Chair approval. Available committees:

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

## REGISTRATION COFFEE STATION

(\$3,500 exclusive)

Maximize your exposure at a high-traffic registration-area coffee station for three hours. Event signage and your provided branded items (optional) such as coffee cup sleeves, napkins, and more put your brand directly in attendees' hands as they start their day.

## EXHIBIT HALL COFFEE STATION

(\$3,500 each or \$9,500 for full event)

Maximize your exposure at a high-traffic Exhibit Hall coffee station for three hours, or sponsor coffee for the entire conference for a total of nine hours. Event signage and your provided branded items (optional) such as coffee cup sleeves, napkins, and more put your brand directly in attendees' hands as they move through the hall.

### CONFERENCE PENS (\$3,800 exclusive)

Feature your logo on the official conference pen, included in every registration bag. Attendees will use it throughout the event, giving your brand ongoing visibility across the conference.

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

Feature your ad in the registration confirmation email sent to every attendee as soon as they register. Limited to three sponsors for maximum visibility.

### CONFERENCE APP BANNER AD (\$1,250/sponsor)

Showcase your ad to every user of the official Conference App, the go-to source for the schedule, sessions, Passport, Exhibit Hall, and all conference details. With no printed program, attendees will rely on the app for everything, giving your ad constant exposure throughout the event.

### PASSPORT (DIGITAL) (\$850/sponsor)

Every attendee receives a digital Passport through the Conference App. By visiting each Passport tabletop and scanning a unique QR code, your booth benefits from increased traffic as attendees work to collect all codes and qualify for the exciting Passport grand prize drawing.

### BAG INSERT (\$750/insert)

Reach attendees directly by placing your company flyer, brochure, postcard, or branded item in each conference bag distributed at registration. This is the most effective way to drive traffic to your exhibit, showcase a new product or program, and boost visits to your website. (Must be approved by NSA).

### TEXT TO ATTENDEES (\$550/sponsor)

Send a personalized text to all opted-in attendees during the conference to promote your tabletop, product, or giveaway. Messages are limited to 150 characters and times are subject to NSA availability.

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

Place your flyer in a packet provided to the Board of Directors, with one at each member's seat. This ensures your message reaches NSA leadership directly and effectively. (Must be approved by NSA).

### FLYER ON OPENING GENERAL SESSION ATTENDEE CHAIRS (\$500/sponsor)

Place your flyer on the chairs at the Opening Plenary Session, one of the highest-attended events of the conference. With approximately 250 seats at the session, this is an excellent way to deliver your message directly to attendees.

### PRESIDENT'S WELCOME RECEPTION

#### DRINK TICKETS (\$250/10 tickets)

Purchase a pack of 10 drink tickets to give away at your tabletop for use at the President's Welcome Reception. You will receive a sticker to display at your tabletop announcing the tickets (optional), attracting attendees and promoting your organization. Extra tickets can be saved to treat a Sheriff during the reception, offering a unique and memorable way to say thank you.

## SIGNAGE

### ELEVATOR DOORS

Make a bold statement at the conference by branding the elevator doors. This unique opportunity puts your company in front of every attendee, creating high visibility and a lasting impression that won't be missed.  
Main-Level Doors: \$5,000  
Lower-Level Doors: \$5,000  
Main and Lower-Level Doors: \$9,500

### 4 FLOOR STICKERS (\$2,000/sponsor)

Put your brand in the spotlight with fully customizable 24" x 24" floor stickers placed in high-traffic areas throughout the conference. Your message will be seen all day, every day, for the full length of the event, leaving a lasting impression on every attendee who walks by. (Qty: 4).

### 2 METERBOARDS (\$1,500/sponsor)

Grab attention with a fully customizable 36" x 72" meter board in high-traffic areas of the conference. Your eye-catching ad will be impossible to miss, giving your brand maximum exposure and you even have the option to keep the meter board after the show. (Qty: 2)

### COLUMN WRAPS (Contact for Pricing)

Boost your visibility with a bold column cling that features your company name, logo, and tabletop number. Placed on select columns throughout the hotel, this attention-grabbing ad helps your brand stand out and draw interest from attendees.

## PACKAGES

### CONFERENCE NOTEPAD AND PEN

**PACKAGE:** \$7,600 (\$8,500 value)

Place your logo on the official conference pen and notepad for constant visibility throughout the event. Every pen and notepad will go into each registration bag, giving your brand a spot in every attendee's hand from day one.

**ULTIMATE PACKAGE:** \$4,300 (\$5,100 value)

Reach the largest number of attendees with repeated visibility across key moments during the conference. This option gives your brand steady exposure through multiple touch points.  
(Must be an exhibitor).

- o Conference App Banner Ad
- o Passport Space
- o 2 Text Messages
- o 1 Bag Insert
- o Flyer on Plenary Session Chairs
- o Flyer to Board of Directors
- o Opening Reception Drink Tickets (10)

**DELUXE PACKAGE:** \$3,550 (\$4,000 value)

Put your brand and message in front of the largest crowd with steady visibility at key moments all through the conference. This gives you repeated reach that keeps your name top of mind.

- o Conference App Banner Ad
- o 2 Text Messages
- o 1 Bag Insert
- o Flyer on Plenary Session Chairs
- o Flyer to Board of Directors

**DIGITAL PACKAGE A:** \$2,400 (\$2,750 value)

Build a strong digital presence at the show with placement that keeps your brand in front of attendees throughout the event.  
(Must be an exhibitor).

- o Conference App Banner Ad
- o Passport Space
- o 1 Text to Attendees

**DIGITAL PACKAGE B:** \$1,650 (\$1,900 value)

Boost your visibility with a digital presence that keeps your brand in front of attendees from start to finish.

- o Conference App Banner Ad
- o 1 Text to Attendees

### LITERATURE PACKAGE:

\$1,500 (\$1,700 value)

Put your printed message front and center for attendees and leadership.

- o Bag Insert
- o Flyer on Plenary Session Chairs
- o Flyer to Board of Directors

**TRAFFIC PACKAGE:** \$1,300 (\$1,500 value)

Drive more attendees to your tabletop. (Must be an exhibitor).

- o Passport Space
- o Opening Reception Drink Tickets (10)
- o Text to Attendees

**MESSAGE PACKAGE:** \$1,250 (\$1,450 value)

Put your message right into the phones and hands of attendees for immediate impact.

- o 2 Text Messages
- o 1 Bag Insert

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

*\*Prices and deliverables subject to change.*

*\*Sponsorships do not include exhibit space or hotel accommodations.*

## ABOUT THE CONFERENCE:

Held during the first quarter of 2027, the NSA Winter Conference sets the tone for your year with a focused, high-energy event where all activities take place under one roof at the Omni Shoreham Hotel in Washington, DC. More than 600 influential decision makers and over 130 exhibitors come together to network, learn, and build relationships.

## BENEFITS OF SPONSORING:

Sheriffs and their teams attend the conference looking for innovative gear, technology, and training solutions. Sponsorships place your brand directly in front of decision makers with purchasing authority. Strengthen brand recognition, expand your reach, and create lasting connections at this once-a-year event. Become a Conference Sponsor and elevate your presence in the law enforcement community.

All sponsors receive:

- Logo on Conference App
- Logo on Event Signage
- Logo on Conference Website
- Listing in Sheriff & Deputy Magazine
- Deputy Level and above receive complimentary registration(s)
- Captain Level and above receive the Attendee List

Free full conference registrations included by sponsorship level:

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

Please note: The "sponsorship level" does not include exhibit space spend or corporate partner spend. "Sponsorship level" includes only those items listed in this prospectus.