



National Association of Emergency and Fire Officials

Guidelines for Association Sponsors

Category: ADMINISTRATIVE

Policy Number 9

Revised: April 16, 2024

REFERENCE

SCOPE

This Policy applies to any Sponsor that registers with the National Association of Emergency and Fire Officials, hereinafter known as the “Association”, for sponsorship of the Association’s mission and vision and also for any opportunities for any events hosted by the Association.

PURPOSE

To establish clear guidelines for Sponsors of the Association.

POLICY

9.1 PLATNIUM SPONSOR - \$1,000.00 (Annual Term)

- Free exhibitor booth space at conferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the conferences and in conference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in conference programs.
 - Sponsor provided one-half page ad for conference programs.
 - Sponsor name and logo will appear on the Association’s website for one (1) year.
- Opportunity to provide marketing material at other Association events.

9.2 GOLD SPONSOR - \$750.00 (Annual Term)

- Booth space discount of 50% at conferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the conferences and in conference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in conference programs.
 - Sponsor provided one-half page ad for conference programs.
 - Sponsor name and logo will appear on the Association's website for one (1) year.
- Opportunity to provide marketing material at other Association events.

9.3 SILVER SPONSOR - \$500.00 (Annual Term)

- Booth space discount of 25% at conferences with two (2) complimentary exhibitor badges.
- Opportunity for a sponsor representative to give a 10-minute address to conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the conferences and in conference programs, website, and social media.
 - Sponsor name, logo, and brief (150-word) organization bio will appear in the Conference program.
 - Sponsor provided one-quarter page ad for the Conference program.
 - Sponsor name and logo will appear on the Association's website for one (1) year.
- Opportunity to provide marketing material at other Association events.

9.4 BRONZE SPONSOR - \$250.00 (Annual Term)

- Acknowledgement of sponsorship during the conferences and in conference programs.
 - Sponsor name, logo, and brief (150-word) organizational bio will appear in conference programs.
 - Sponsor provided one quarter page ad for conference programs.
 - Sponsor name and logo will appear on the Association's website for one (1) year.
- Opportunity to provide marketing material at other Association events.

Revision Date	Author	Revision
February 14, 2009	Unknown	Initial version
December 12, 2015	Unknown	Unknown
September 17, 2019	Monte Olsen	Renamed association; updated to reflect current conference settings; added table recapping benefits by sponsorship level; added revision table
December 12, 2020	Monte Olsen	Added discounted and complimentary one-year Associate memberships
January 7, 2023	Monte Olsen	Removed Associate memberships, meals, breaks, and Welcome Reception; equalized organizational bio in Conference program and appearance of sponsor name and logo on NAEFO's website; updated table accordingly
May 11, 2023	Monte Olsen	Corrected booth space discount percentage to match table (revision date remains January 7, 2023)
January 16, 2024	Monte Olsen	Focused the Policy's use of Association instead of NAEFO



Sponsors of the Association

Sponsorship Benefits and Options	Platinum	Gold	Silver	Bronze
Sponsorship Costs	\$1,000	\$750	\$500	\$250
Booth Space Discount w/2 Complimentary Exhibitor Badges	100%	50%	25%	0%
10-Minute Conference Luncheon Address	✓	✓	✓	
Sponsor Acknowledgement in conference programs, Website, & Social Media	✓	✓	✓	✓
Sponsor provided Ad in conference programs	½ Page	½ Page	¼ Page	¼ Page
Sponsor Name & Logo on Association's Website for 1 year	✓	✓	✓	✓

For Questions Contact:
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