



NATIONAL ASSOCIATION OF STATE FIRE MARSHALS

2020 Annual Conference SPONSORSHIP GUIDE



NASFM SPONSORSHIP 2020

Is your organization looking for a way to support improved public safety? The National Association of State Fire Marshals (NASFM) comprises the senior fire safety officials in the United States. Our members' responsibilities typically include code adoption and enforcement, fire and arson investigation, fire incident data collection and analysis, firefighter training and safety, public education, and advising elected and appointed government officials on public safety matters. Each year NASFM convenes State Fire Marshals and other public safety officials from around the country at the NASFM Annual Conference to network, learn about issues of common interest, and strategize for the future. Your contribution is critical to the continued work of the organization and the success of the 2020 NASFM Annual Conference!

Join us at the [Stoweflake Resort & Conference Center](#) in Stowe, Vermont [July 27th – 29th, 2020](#) to support the mission of the National Association of State Fire Marshals to protect life, property, and the environment from fire and related hazards.



Premier Sponsorship Programs – Platinum or Titanium levels of sponsorship provides the opportunity to support NASFM's exceptional work in safety advocacy, training, and education. It will also allow you to communicate your message efficiently and effectively to the NASFM membership and all other 2020 NASFM Annual Conference Attendees.

Gold, Silver, and Bronze sponsorship opportunities are also available to fit a variety of budgets and marketing objectives you may have. Details on all sponsorship levels can be found below.

Individual Sponsorship Opportunities – A variety of individual opportunities such as Keepsake Items, Challenge Coins, Lanyards, and others are available on a first-come, first-served basis. We can also work with you to bring any unique sponsorship ideas you may have to the 2020 NASFM Annual Conference.

Sponsorship opportunities are limited. To become a sponsor, please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org. Additional information about NASFM can be found at www.firemarshals.org.

Why You Should Be a Sponsor *“Nowhere else can we match the NASFM Conference opportunity to meet so many State Fire Marshals in one location. It's virtually impossible to coordinate schedules to meet each State Fire Marshal in their state. Yet, for one week's time and expense, we gain exposure to 30-40 under one roof. The social events and receptions allow relationships to grow.”*

Chris Roberts, President of GHS Companies and Brands, a long-time sponsor

PLATINUM SPONSORSHIP

Contribution Level - \$11,500

Included:

- One complimentary Full Conference Registration (including Monday Night Dinner event) – MUST register as an attendee by July 10th to utilize this benefit.
- Three (3) additional complimentary dinner tickets (in addition to Full Conference Registration and dinner) to the Monday Night Dinner event (total of four (4) dinner tickets) – MUST provide names for each ticket by July 10th to utilize this benefit.
- Inclusion in the Annual Conference App (company name, company website address, company phone number, contact email address, color logo, social media links, 500-character description and a one-page PDF document) – MUST provide information by June 26th to utilize this benefit.
- Logo prominently placed on NASFM Conference Sponsorship webpage.
- Platinum level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by June 26th to utilize this benefit.
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on three separate occasions.
- Formal recognition of your Platinum level sponsorship at the conference.
- Recognition in the June, August, and October editions of NASFM's Newsletter.
- Two (2) NASFM Annual Conference keepsake items – MUST provide names of recipients by July 10th to utilize this benefit.
- Opportunity to donate a minimum of 250 branded items to be included in attendee tote bags.
- Special acknowledgement, and possible speaking opportunities, at the Premier Events, including:
 - *State Fire Marshals Only Breakfast Forum*
 - *Pre-Conference Meetings (Board, Model Codes)*
 - *Conference Luncheons*

For an additional fee, you can be an exhibitor at the 2020 conference, and as a Premium Sponsor you will receive the following benefits:

- *Premier Exhibitor booth location*
- *Exhibitor booth highlighted on Exhibitor Floor Map in the conference program*

Customized opportunities are also available. Please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org for details and availability.

TITANIUM SPONSORSHIP

Contribution Level - \$8,000

Included:

- One complimentary Full Conference Registration (including Monday Night Dinner event) – MUST register as an attendee by July 10th to utilize this benefit.
- Two (2) complimentary tickets (in addition to Full Conference Registration and dinner) to the Monday Night Dinner event (total of three (3) dinner tickets) – MUST provide names for each ticket by July 10th to utilize this benefit.
- Inclusion in the Annual Conference App (company name, company website address, company phone number, contact email address, color logo, social media links, 500-character description and a one-page PDF document) – MUST provide information by June 26th to utilize this benefit.
- Logo prominently placed on NASFM Conference Sponsorship webpage.
- Titanium level group sign displaying your company logo in a prominent location all 3 days– MUST provide logo by June 26th to utilize this benefit.
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on two separate occasions.
- Formal recognition of your Titanium level sponsorship at the conference.
- Recognition in the August and October editions of NASFM’s Newsletter.
- One (1) NASFM Annual Conference keepsake item – MUST provide name of recipient by July 10th to utilize this benefit.
- Opportunity to donate a minimum 250 branded items to be included in attendee tote bags.

For an additional fee, you can be an exhibitor at the 2020 conference, and as a Premium Sponsor you will receive the following benefits:

- *Premier exhibitor booth location*
- *Exhibitor booth highlighted on Exhibitor Floor Map in the conference program*

Customized opportunities are also available. Please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org for details and availability.

GOLD SPONSORSHIP

Contribution Level - \$5,250

Included:

- Two (2) complimentary tickets to the Monday Night Dinner event – MUST provide names for each ticket by July 10th to utilize this benefit.
- Inclusion in the Annual Conference App (company name, company website address, company phone number, contact email address, color logo, social media links, 500-character description and a one-page PDF document) – MUST provide information by June 26th to utilize this benefit.
- Logo prominently placed on NASFM Conference Sponsorship webpage.
- Gold level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by June 26th to utilize this benefit.
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on one occasion in the month of August.
- Formal recognition of your Gold level sponsorship at the conference.
- Recognition in the August edition of NASFM's Newsletter.
- Opportunity to donate a minimum of 250 branded items to be included in attendee tote bags.

NOT Included: (Requires SEPARATE Registration)

- Conference Registration
 - Lunches
 - Breaks

Customized opportunities are also available. Please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org for details and availability.

SILVER SPONSORSHIP

Contribution Level - \$2,650

Included:

- One (1) complimentary ticket to the Monday Night Dinner event – MUST provide name for ticket by July 10th to utilize this benefit.
- Inclusion in the Annual Conference App (company name, company website address, company phone number, contact email address, color logo, social media links, 500-character description and a one-page PDF document) – MUST provide information by June 26th to utilize this benefit.
- Logo placed on NASFM Conference Sponsorship webpage.
- Silver level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by June 26th to utilize this benefit.
- Your company logo in a PowerPoint displayed during breaks.
- Formal recognition of your Silver level sponsorship at the conference.
- Recognition in August edition of NASFM's Newsletter.
- Opportunity to donate a minimum of 250 branded items to be included in attendee tote bags.

NOT Included (Requires SEPARATE Registration):

- Conference Registration
 - Lunches
 - Breaks

Customized opportunities are also available. Please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org for details and availability.

BRONZE SPONSORSHIP

Contribution Level - \$525

Included:

- Inclusion in the Annual Conference App (company name, company website address, company phone number, contact email address, color logo, social media links, 500-character description and a one-page PDF document) – MUST provide information by June 26th to utilize this benefit.
- Logo placed on NASFM Conference Sponsorship webpage.
- Bronze level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by June 26th to utilize this benefit.
- Your company logo in a PowerPoint displayed during breaks.
- Formal recognition of your Bronze level sponsorship at the conference.
- Recognition in August edition of NASFM's Newsletter.
- Opportunity to donate a minimum of 250 branded items to be included in attendee tote bags.

NOT Included (Requires SEPARATE Registration):

- Conference Registration
 - Lunches
 - Breaks
 - Dinner Event

Customized opportunities are also available, please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org for details and availability.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

These special opportunities are available on a first-come, first-served basis. If your organization has other add-on ideas you would like to discuss, please contact Philip Oakes at 307-433-8078 or admin@firemarshals.org.

Conference Keepsake Item – Your company logo added to the Keepsake item (i.e. Shirt, Duffle Bag, Windbreaker, or other item) presented to each Fire Marshal, Platinum and Titanium sponsors attending the conference. **Cost - \$6,000**

Custom NASFM Challenge Coin – NASFM challenge coin with your company logo and NASFM's logo included in the coin packaging. **Cost - \$5,000**

Sponsorship of Conference App – Have a sponsorship of your design placed in the NASFM conference app, including on the Splash page. **Cost - \$2,100**

Daily Breaks – Conference breaks will be announced as sponsored by company with appropriate signage prominently located near refreshments. **Cost - \$1,600**

Lanyards – Your organization will supply a minimum of 250 lanyards to hold NASFM name badges for all attendees. **Cost - \$1,600.**

Conference Goody Bags – Your organization will supply a minimum of 250 conference goody bags, which will include the NASFM logo along with your company logo, to hold conference goodies. Bag and artwork must be approved by NASFM. **Cost - \$1,300**

Flash Drive with Conference Materials – You provide 250 flash drives with your company logo, NASFM will add available conference materials. **Cost - \$1,100**

Custom Sponsorship Opportunities – Do you have a sponsorship idea that isn't listed in this guide? Please contact us to discuss concept and cost. **Cost - TBD.**

Examples of custom sponsorship we have seen in the past include:

- *Lemonade Stand*
- *Coffee provided during the event or a day*
- *Daily Agenda Sign*

Door Prizes - As a sponsor your organization is entitled to donate items as exhibit hall prizes. Once your registration is confirmed, an email will be sent to your point of contact with shipping instructions, and to ensure all appropriate recognition is given

Conference Goody Bag Items – As a sponsor your organization is also entitled to donate items to the attendee bags (250 minimum). Once your registration is confirmed, an email will be sent to your point of contact with shipping instructions.

IMPORTANT DATES/DEADLINES TO REMEMBER

Date:	For:
June 26	Conference App Information Deadline
June 26	Logo for Sponsor Board Deadline
June 29	Hotel Room Block Reservation Deadline
July 10	Conference Registration Deadline (Complimentary or Paid)
July 10	Monday Night Dinner Event Ticket Name Submission Due (Complimentary or Paid)
July 10	Keepsake Item Recipient Name Submission Due
July 10	Conference Registration Fees Refund Deadline – NO REFUNDS after this date