

WHY ORGANIZATIONS LIKE YOURS SPONSOR



Brand-building

Because the Symposium aligns with key messages they wish to convey



Marketing and Lead Generation

Because the Symposium creates a highly qualified market of premium attendees



Capacity Building

Because included registrations offer Symposium learning opportunities for their staff



Charitable Goals

Because the Symposium aligns with their charitable efforts

HOW SPONSORSHIP MEETS YOUR NEEDS



When you need to build your brand or generate, and market to, new leads

- ◆ **Pre-Event Benefits:** We market your brand to our members, website visitors, conference registrants, and *NALMS Notes & Lake News* subscribers prior to the conference.
 - **NALMS Website:** Logo and link, ~250-500 impressions/month
 - **Conference Registration Website:** Logo and link, ~400-600 impressions
 - **NALMS Notes & Lake News:** Sponsor listing, ~6,000 impressions/issue
- ◆ **Onsite Benefits:** We market your brand to our attendees during the conference.
 - **General Signage:** ~400-600 impressions/day
 - **Event Signage (some categories):** ~250-400 impressions/event
 - **Giveaway Items (some categories):** ~400-600 impressions
 - **Program Listing:** ~400-600 impressions
 - **Acknowledgement at Plenary:** ~250-400 impressions/plenary
 - **Free or Discounted Exhibit Space (some categories):** ~400-600 impressions/day
- ◆ **Post-Event Benefits:** We market your brand to our members, website visitors, *NALMS Notes & Lake News* subscribers, and *LakeLine Magazine* subscribers after the conference.
 - **NALMS Website:** Your link will remain indefinitely
 - **NALMS Notes & Lake News:** Final acknowledgement and listing, ~6,000 impressions
 - **LakeLine Magazine:** Article thanking sponsors, ~1,100 impressions



When you need to build your staff capacity

- ◆ **Complimentary registration:** Your sponsorship may include registrations that offer an opportunity to send your staff members to the Symposium to take advantage of the quality learning opportunities and continuing education credits that the Symposium can provide.



When you need to align with a reputable charity

- ◆ **NALMS is a charitable organization:** Your sponsorship support aligns with our mission by supporting a forum that produces material for our publications and boosts participation in our programs.
- ◆ **Silent Auction:** Your Sponsored items benefit the Eberhardt Memorial Student Fund, which provides travel grants for students to present their research at the Symposium.

SPONSORSHIP CATEGORY DESCRIPTIONS

Awards Banquet: Your sponsorship will be designated at the **Leading Sponsor** level for the awards banquet. The banquet is typically held on the third evening and is the main event of the conference.

Awards Reception: Your sponsorship will be designated at the **Supporting Sponsor** level for the awards reception. The awards reception is typically held on the third evening of the conference directly before the awards banquet.

***Beverage Container:** Your sponsorship will be designated at the **Supporting Sponsor** level to provide a conference beverage container. Containers will be given to all conference attendees and will have an imprint of your company logo.

***Clean Lakes Classic 5K Run/Walk:** Your sponsorship will be designated at the **Contributing Sponsor** level for the 5K Run/Walk shirts. These shirts will be distributed to all race participants and will feature an imprint of your company logo.

Concurrent Session: Your sponsorship will be designated at the **Sponsor** level for a single session of your choice. Please contact the NALMS office at sponsorship@nalms.org for an updated list of available sessions.

Hospitality Suite: Your sponsorship will be designated at the **Sustaining Sponsor** level for a single Hospitality Suite evening. There are two evenings available, and you may choose from Wednesday or Thursday. The hospitality suite is open to all attendees and is a favorite spot to stop and network after sessions and events.

In-Kind: Indicates that you will provide an in-kind sponsorship. Please contact NALMS at sponsorship@nalms.org for more information.

***Jody Connor Student Paper Awards:** Your sponsorship will be designated at the **Sponsor** level for the awards given to the best paper and poster presented by a student during the Symposium. Awards will feature an imprint of your company logo.

***Lanyards:** Your sponsorship will be designated at the **Contributing Sponsor** level for the conference lanyards. Lanyards will be distributed to all attendees and will feature an imprint of your company logo.

***Pads:** Your sponsorship will be designated at the **Contributing Sponsor** level for the conference notepads. Notepads will be distributed to all attendees and will feature an imprint of your company logo.

***Pens:** Your sponsorship will be designated at the **Contributing Sponsor** level for the conference pens. Pens will be distributed to all attendees and will feature an imprint of your company logo.

***Photo Contest:** Your sponsorship will be designated at the **Sponsor** level for the Photo Contest. The contest is held throughout the conference with winners revealed during the banquet.

Plenary Speaker/Presenter Travel: Your sponsorship will be designated to offset the travel cost of plenary speakers and/or special presenters.

Refreshment Break: Your sponsorship will be designated at the **Contributing Sponsor** level for a single refreshment break of your choice. There will be two breaks during each day of the conference (Wednesday, Thursday, and Friday.)

***Tote Bag:** Your sponsorship will be designated at the **Sustaining Sponsor** level to provide a tote bag to all attendees. Bags will have an imprint of your company logo.

Undesignated: Your sponsorship will not be used for an event, item, or scholarship. Undesignated sponsorships include more benefits than designated sponsorships. Benefits are complimentary or discounted exhibit booths and complimentary registrations depending upon the sponsorship level.

Welcome Reception/Activity: Your sponsorship will be designated at the **Supporting Sponsor** level for the Reception/Activity held on Tuesday evening.

***Indicates that we may accept only ONE sponsor. All other categories allow for multiple sponsors.**

SPONSORSHIP LEVELS AND BENEFITS

Leading - \$5,000 & above

Categories: Undesignated, Awards Banquet

- ◆ Single exhibit booth (w/ 2 registrations) for undesignated sponsorship, discounted booth (50%) if designated.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).
- ◆ Sign at sponsored event, if applicable.

Supporting - \$4,000 & above

Categories: Undesignated, Awards Reception, Beverage Container, Welcome Reception/Activity

- ◆ 50% discount on single booth (w/ 2 registrations) for undesignated sponsorship, discounted booth (25%) if designated.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).
- ◆ Sign at sponsored event, or name and logo printed on giveaway item, if applicable.

Sustaining - \$2,500 & above

Categories: Undesignated, Hospitality Suite (one night), Tote Bag

- ◆ Two registrations if undesignated. One registration if designated.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).
- ◆ Sign at sponsored event, or name and logo printed on giveaway item, if applicable.

Contributing - \$1,500 & above

Categories: Undesignated, Clean Lakes Classic 5K shirt, Lanyard, Pads, Pens, Refreshment Break

- ◆ One registration if undesignated.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).
- ◆ Sign at sponsored event, or name and logo printed on giveaway item, if applicable.

Sponsor - \$750 & above

Categories: Undesignated, Concurrent Session Sponsor, Jody Connor Student Paper Awards, Photo Contest

- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).

Friend - \$250 & above

Categories: Undesignated

- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).

In-Kind

Contact NALMS at sponsorship@nalms.org to arrange.

- ◆ In-Kind sponsors receive benefits at the Undesignated Sponsor level nearest to the value of the in-kind item or service provided.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).

Plenary Speaker/Presenter Travel

- ◆ Speaker/presenter travel sponsors receive benefits at the level nearest to the amount sponsored.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).

SPONSORSHIP COMMITMENT FORM

Please return form to:

North American Lake Management Society
PO Box 5443
Madison, WI 53705
sponsorship@nalms.org

Contact Name: _____

Organization/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Email: _____

Amount of Sponsorship: _____ Date: _____

Please check the option(s) you wish to sponsor on the next page.

An invoice will follow receipt of this commitment form. Please send your payment to NALMS, PO Box 5443, Madison, WI 53705.

Payment and promotional materials are due no later than **September 10, 2021**. Payment may be submitted at any time prior to September 10 and is required to secure your sponsorship category preference and begin your promotional benefits.

Sponsor profiles, logos, and web links should accompany this form, and can be submitted as electronic attachments to sponsorship@nalms.org. Promotional graphics should be transmitted in **vector art format** (.ai or .eps).

Promotion on the website will commence upon delivery of payment and materials to NALMS at any time prior to September 10, 2021. Promotional materials submitted after September 10 may not be included in the printed program and may not be included on the website prior to the Symposium.

NOTE: The amount listed for sponsored items is for a basic imprint with one color. We can work with you for special features, “green” items, or multicolor imprints (with additional support).

NOTE: Complimentary conference registrations can be transferred to attendees or reserved for volunteer and/or scholarship recipients. Please let us know if you would like to donate or transfer any complimentary registrations and how you would like them designated.



Leading Sponsor - \$5,000 & above

Undesignated
Awards Banquet

Supporting Sponsor - \$4,000

Undesignated
Awards Reception
Beverage Container
Welcome Reception/Activity

Sustaining Sponsor - \$2,500

Undesignated
Hospitality Suite (one night)
Tote Bag

Contributing Sponsor - \$1,500

Undesignated
Clean Lakes Classic 5K Run/Walk Shirt
Lanyards
Pads
Pens
Refreshment Break

Sponsor - \$750

Undesignated
Concurrent Session (your pick)
Jody Connor Student Paper Awards
Photo Contest

Friend Sponsor - \$250

Undesignated

In-Kind Sponsor

Item or Service _____

Value \$ _____

Plenary Speaker/Presenter Travel Sponsor

Value \$ _____

Student Scholarship Silent Auction

Item _____

Value \$ _____

For more information on the sponsorship categories and benefits, please refer to pages 3 and 4 of this packet.