



General Conference, Registration, Exhibitor & Sponsorship Info

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Dear NALMS Supporter,

On October 22-26, 2023, the North American Lake Management Society (NALMS) is teaming up with the Pennsylvania Lake Management Society (PALMS) to host the 43rd International Symposium in Erie, Pennsylvania. We hope you will set sail with us this October and join us in this beautiful location! Located on the southern shore of its namesake lake, Erie is Pennsylvania's primary access point to the Great Lakes, and thus, an ideal spot for NALMS and PALMS to come together. This year's theme, "**Great Lakes, Local Solutions,**" serves this unique and vibrant area well.

The mission of NALMS is to forge partnerships among citizens, scientists, and professionals to foster the management and protection of lakes and reservoirs. The annual symposium plays an important role in facilitating the exchange of ideas and technological advancements through oral presentations, posters, and exhibits covering a wide variety of topics.

NALMS is a melting pot, welcoming anyone with an interest in lakes and lake management. Attendees of NALMS' symposia represent public and private sectors, including water resource professionals, academic researchers, lake and watershed managers, and lake associations.

We invite you to partner with NALMS in our mission to promote the study and protection of our lakes and reservoirs. Sponsorship of this Symposium represents an excellent opportunity for your company or organization to be a leader in the water resources community.

Sponsorship may take the form of a direct donation, an in-kind contribution, participation in the exhibit hall, or a donation to our Silent Auction Fundraiser. Your support ensures that we can provide opportunities for professional interaction and education, including the attendance of students, key speakers, and volunteers, along with funding for field trips, sessions, and workshops of local and international interest.

We look forward to partnering with you for NALMS 43rd International Symposium!

Sincerely,

NALMS 2023 Host Committee

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:** Bi-monthly sponsor listing, ~5,000 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
 - **Give-away 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* digital subscribers after the conference.
 - **NALMS Website:** Your link will remain indefinitely
 - **NALMS Notes & Lake News:** Final acknowledgement and listing, ~5,000 impressions
 - **LakeLine Magazine:** Article thanking sponsors, ~1,000 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 Event: Your sponsorship will be designated at the Leading, Supporting, or Sustaining Sponsor level (your choice) for the awards event. This event is typically held on the third evening and is the main event of the conference.

***Beverage Container:** Your sponsorship will be designated at the Supporting Sponsor level to provide a beverage container that will be distributed to all conference attendees and feature 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 T-shirts. The 5K Run/Walk t-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 General Sponsor level for a single session of your choice on Tuesday, Wednesday, or Thursday during the conference. Please contact the NALMS office at sponsorship@nalms.org for an updated list of available sessions.

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 General 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.

***Notepads:** 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 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 General Sponsor level for the Photo Contest. The photo 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 refreshment breaks during each day of the conference (Tuesday, Wednesday, and Thursday).

Student Scholarship Silent Auction: Indicates that you will donate an item to be auctioned during the conference week. Proceeds from the auction go to the Eberhardt Memorial Student Fund in support of travel grants for student presenters.

***Tote Bag:** Your sponsorship will be designated at the Sustaining Sponsor level to provide a tote bag that will be distributed to all conference attendees and feature 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 Welcome to Erie Reception/Activity.

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

SPONSORSHIP LEVELS & BENEFITS

Leading - \$5,000 & above

Categories: Undesignated, and Awards Event

- ◆ Single exhibit booth (with two 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 Event, Beverage Container, and 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, Awards Event, 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, Lanyards, Pads, Pens and 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 and 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 Designated Sponsor level nearest to the amount sponsored.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).

Student Scholarship/Silent Auction

Please consider donating a silent auction item along with your sponsorship. Bids are placed during exhibit hours and all proceeds go to student travel scholarships. If you do not have a product or discount certificate, please consider another item or gift basket that would interest to our attendees. Items in hand are preferred but a large picture will work for any larger items that you are willing to ship to the winner.

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 **August 25, 2023**.

Payment may be submitted at any time prior to August 25 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 August 25, 2023. Promotional materials submitted after August 25 may not be included in the program and may not be included on the website prior to the Symposium.



Leading Sponsor - \$5,000 & above

- Undesignated
- Awards Event

Supporting Sponsor - \$4,000

- Undesignated
- Awards Event
- Beverage Container
- Welcome Reception/Activity

Sustaining Sponsor - \$2,500

- Undesignated
- Awards Event
- Tote Bag

Contributing Sponsor - \$1,500

- Undesignated
- Clean Lakes Classic 5K Shirt
- Notepads
- Pens
- Refreshment Break

Sponsor - \$750

- Undesignated
- Concurrent Session Sponsor (your pick)
- 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 sponsor benefits, please refer to pages 3 and 4 of this packet.

NOTE: The amount listed for sponsored items is for a basic item imprinted 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 they are to be designated.