



**General Conference,
Registration, Exhibitor
& Sponsorship Info**

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Dear NALMS Supporter,

On November 5-8, 2024, the North American Lake Management Society (NALMS) is teaming up with the California Lake Management Society (CALMS) to host the 44th International Symposium in South Lake Tahoe, California/Nevada. A true destination location, we invite you to join us in this beautiful and exciting area! Boasting pristine beaches, immaculate trails, amazing places to eat and shop, and more, South Lake Tahoe is not one you'll want to miss. This year's theme, **"Flood and Drought, Fire and Ice: Managing lakes under changing climates,"** 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 open to all, welcoming anyone with an interest in lakes and their 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 44th International Symposium!

Sincerely,

NALMS 2024 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 go toward supporting the NALMS awards event. This event is typically held on the third evening and is the main event of the conference. Multiple sponsorship levels are available.

***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.

***Dry Bag:** Your sponsorship will be designated at the Supporting Sponsor level to provide a waterproof dry bag that will be distributed to all conference attendees and feature an imprint of your company logo.

Hospitality Suite: Your sponsorship will be designated at the Leading Sponsor level for a single Hospitality Suite evening. The hospitality suite is open to all attendees and is a favorite spot to network and socialize after a day of sessions. Includes snacks, a bartender, and your logo on drink tickets.

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.

Meal Break: Your sponsorship will be designated at the Sustaining Sponsor level for a single breakfast or lunch break of your choice.

M.S. Dixie II Paddlewheeler Tour: Your sponsorship will be designated toward a special sunset dinner cruise on Lake Tahoe! Multiple sponsorship levels are available.

***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.

***Printed Program:** Your sponsorship will be designated at the Contributing Sponsor level for abbreviated printed programs (available for attendees upon request) and at-a-glance agendas (for all attendees). The printed materials will feature your company logo.

Refreshment Break: Your sponsorship will be designated at the Contributing Sponsor level for a single refreshment break of your choice.

Technology (Conference App): Your sponsorship will be designated at a sponsorship level of your choice to keep conference attendees connected through our mobile and desktop app. Your company logo will be prominently featured on the app and conference website. Multiple sponsorship levels are available.

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 Bar: Sponsor a bar at the Welcome Reception! Includes your logo on signage at the bar and your logo on drink tickets.

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

SPONSORSHIP LEVELS & BENEFITS

Champion - \$10,000 & above

Categories: Undesignated, Awards Event, Paddlewheeler Tour, and Technology

- ◆ Double exhibit booth (with three registrations) for undesignated sponsorship, discounted double 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.

Presenting - \$7,500 & above

Categories: Undesignated, Awards Event, Paddlewheeler Tour, and Technology

- ◆ Single exhibit booth (with three registrations) for undesignated sponsorship, discounted booth (75%) if designated.
- ◆ Organization/company name and logo in the program and on conference web pages (linked to website).
- ◆ Sign at sponsored event, if applicable.

Leading - \$5,000 & above

Categories: Undesignated, Awards Event, Hospitality Suite, Paddlewheeler Tour, and Technology

- ◆ 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, Dry Bag, and Technology

- ◆ 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, Meal Break, Technology, and Welcome Reception Bar

- ◆ 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, Pens, Programs, 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).

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 6, 2024**. Payment may be submitted at any time prior to September 6 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 6, 2024. Promotional materials submitted after September 6 may not be included in the program and may not be included on the website prior to the Symposium.



Champion Sponsor - \$10,000 & above

- Undesignated
- Awards Event
- Paddlewheeler Tour
- Technology

Presenting Sponsor - \$7,500 & above

- Undesignated
- Awards Event
- Paddlewheeler Tour
- Technology

Leading Sponsor - \$5,000 & above

- Undesignated
- Awards Event
- Hospitality Suite (one evening)
- Paddlewheeler Tour
- Technology

Supporting Sponsor - \$4,000 & above

- Undesignated
- Awards Event
- Beverage Container
- Dry Bag
- Technology

Sustaining Sponsor - \$2,500 & above

- Undesignated
- Awards Event
- Meal Break
- Technology
- Welcome Reception Bar

Contributing Sponsor - \$1,500 & above

- Undesignated
- Clean Lakes Classic 5K
- Lanyards
- Pens
- Printed Programs
- Refreshment Break

Sponsor - \$750

- Undesignated
- Concurrent Session Sponsor (your pick)
- Jody Connor Student Paper Awards

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 or <https://www.nalms.org/nalms2024/sponsorship/>

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.