



SPONSORSHIP OPPORTUNITIES

# North American Society for Sport Management

## 2016 Annual Conference May 31 - June 5

### About NASSM

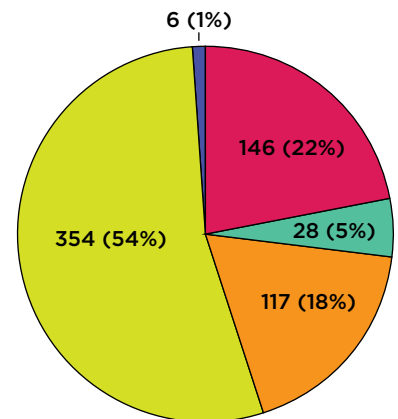
The North American Society for Sport Management (NASSM) is actively involved in supporting and assisting professionals working in the fields of sport, leisure and recreation. The purpose of the NASSM is to promote, stimulate, and encourage study, research, scholarly writing, and professional development in the area of sport management - both theoretical and applied aspects. Topics of interest to NASSM members include sport marketing, future directions in management, employment perspectives, management competencies, leadership, sport and the law, personnel management, facility management, organizational structures, fund raising, and conflict resolution.

The 2016 Annual Conference will be held at the Florida Hotel and Conference Center in Orlando, FL. The Conference is a forum for sport management faculty, students and practitioners to share current research, industry best practices, and teaching innovations. It also provides numerous opportunities for professional networking and interactions with vendors.

### Audience

The 2016 NASSM Conference targets sport management faculty, students and practitioners from the United States and Canada but also welcomes international attendees from around the world. More than 500 attendees are expected to participate in the 2016 Conference.

### NASSM Members



- Undergraduate
- Masters
- Doctoral
- Professional
- Emeritus



## SPONSORSHIP OPPORTUNITIES

**NASSM offers a wide range of sponsorship opportunities for the 2016 Conference. Sponsorship options allow you to capture attendees' attention in a variety of ways depending on the specific needs of your organization.**

**Alternative packages can also be tailored to meet specific objectives.**

### **Why Sponsor?**

#### **Be a part of the 2016 NASSM Conference**

- Showcase your organization at the leading Sport Management Conference
- Maximize exposure and brand awareness to a relevant audience
- Build opportunities to network with colleagues and decision makers
- Provide access to a broad network of faculty, students and practitioners
- Showcase new products in the centrally located exhibitor fair
- Take advantage of increased marketing opportunities





SPONSORSHIP OPPORTUNITIES

## Gain exposure and recognition by sponsoring NASSM 2016 events, conference activities and resources.

All sponsorships include the following benefits in addition selected opportunities:

- Logo on NASSM 2016 website
- Recognition on presentation screens prior to each presentation
- Recognition in conference program
- Literary drop in conference bags
- Recognition on official NASSM Twitter and Facebook sites
- Opportunity for promotional item in conference bags

### Event Sponsorship Opportunities

- **NASSM 2015 Conference Presenting Sponsor**  
(includes co-branding throughout conference and in conference name, 2 complimentary registrations, Official Sponsor of Opening Reception, logo on program cover) \$5,000
- **Official Sponsor of Keynote Address** includes signage (estimated attendance 500) \$1,500
- **Official Sponsor of President’s Luncheon** includes signage (estimated attendance 500) \$2,000
- **Official Sponsor of Founders Reception** includes signage (estimated attendance 500) \$2,500
- **Official Sponsor of International Reception** includes signage (estimated attendance 50) \$1,500
- **Official Sponsor of Student Social** includes signage \$1,000
- **Official Sponsor of Student Luncheon** includes signage (estimated attendance 200) \$1,500
- **Official Sponsor of the Diversity Breakfast** \$1,500
- **Official Sponsor of Teaching & Learning Fair and Poster Session** (estimated attendance 300) \$1,500
- **Sponsor Morning Refreshment Breaks** on Thursday/Friday/Saturday (Includes signage & Program acknowledgement) \$750
- **Sponsor Afternoon Refreshment Breaks** on Thursday/Friday/Saturday (Includes signage & Program acknowledgement) \$750
- **Sponsor All Refreshment Breaks** (Includes signage & Program acknowledgement) \$1,200



SPONSORSHIP OPPORTUNITIES

## Guaranteed Conference Exposure

- **Conference Volunteer Shirt Sponsor** (50) \$750
- **Conference Attendee Gift Sponsor** - Golf Umbrella (approx. 600) \$1,000
- **Conference Lanyard Sponsor** (approx. 600) \$750

## Social Media & Promotions

- Opportunity for creative, customized on-site promotions (tailored to meet your goals) TBA
- Customizable tweets or Facebook posts (2 each day of the conference) \$500

## Other

- **Charging Station Sponsor** (include logo and Recognition on phone/tablet charging station in high traffic location) \$3,500
- **Hotel Key Sponsor** (Logo and Recognition on hotel keys for 600 guests) \$1,500

## Conference Exhibitor

- **One 6'x3' table and 2 chairs** (20% discount for additional booths) \$750

Exhibitor Fair hours:  
Thursday & Friday (9am - 5pm) & Saturday (9am - Noon)

## Advertising Opportunities Conference Program

- **Outside Back Cover** (8"x10.5") \$450
- **Inside Back Cover** (8"x10.5") \$350
- **Inside Front Cover** (8"x10.5") \$350
- **Full Page Ad** (8"x10.5") \$250
- **Half Page Ad** (8"x5.125") \$125
- **Quarter Page Ad** (3.875"x5.125") \$75



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## Secure Your Sponsorship Today!

Connect with over 500 conference attendees by reserving your sponsorship at the 2016 NASSM Conference. Select your desired sponsorship options and complete the form below.

**Complete this form and return with payment to:**  
(Checks payable to **NASSM Conference**)

Jo Williams, NASSM Conference Manager  
C/O University of Southern Maine  
School of Business  
P.O. Box 9300  
Portland, ME 04104  
Email: [conference@nassm.org](mailto:conference@nassm.org)

### Sponsor Registration Form

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Selected Sponsorship & Advertising Options (list below)	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total Amount Due:</b>	<b>\$ _____</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Mechanical Requirements

Pages are 8.5" x 11". Ad sizes are in the "Advertising Opportunities Conference Program" section. All ads will be printed in full color, CMYK.

#### Digital Ad Requirements

Adobe Acrobat PDF (Portable Document Format)—Make sure that PDF is saved uncompressed as "press ready" or PDF/X complaint. Please be sure to embed all fonts into your PDF documents.

#### Digital Submission Guidelines

Formatted ads meeting these specs must be submitted electronically via email to [conference@nassm.org](mailto:conference@nassm.org).