

NASSM 2018  
HALIFAX, NS



# SPONSORSHIP OPPORTUNITIES



Gain exposure and recognition by sponsoring NASSM 2018 events, conference activities and resources.

Annual Conference, June 6-9, 2018



## NORTH AMERICAN SOCIETY FOR SPORT MANAGEMENT

### 2018 ANNUAL CONFERENCE

**HALIFAX, NOVA SCOTIA, CANADA  
JUNE 6 – JUNE 9, 2018**

### About NASSM

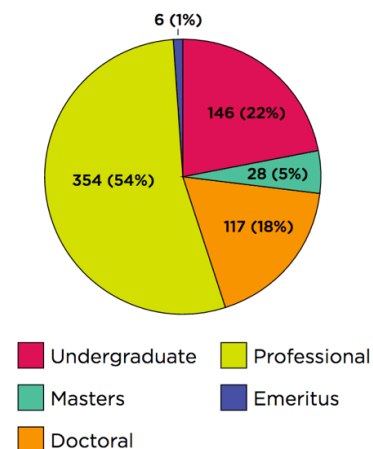
The North American Society for Sport Management (NASSM) is actively involved in supporting and assisting professionals working in the fields of sport, leisure and recreation. The purpose of the NASSM is to promote, stimulate, and encourage study, research, scholarly writing, and professional development 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 2018 Annual Conference will be held at the Marriott Harbourfront in Halifax, NS. 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 2018 NASSM Conference targets sport management faculty, students and practitioners from the United States and Canada but also welcomes international attendees from around the world. In 2017, the NASSM Conference was the largest ever with 622 attendees.

**NASSM Members**



# NASSM 2018 HALIFAX, NS

## Why Sponsor?

### Be a part of the 2018 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
- 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

NASSM offers a wide range of sponsorship opportunities for the 2018 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.

### All sponsorships include the following benefits in addition selected opportunities:

- Logo on NASSM 2018 website
- Recognition on presentation screens prior to each presentation
- Literary drop at conference registration desk
- Recognition on official NASSM Twitter and Facebook sites



# NASSM 2018 HALIFAX, NS

## Event Sponsorship Opportunities:

NASSM 2018 Conference Presenting Sponsor (includes Official Sponsor of Opening Reception,co-branding throughout conference and in conference name, 2 complimentary registrations & logo on program cover)	\$5,000
Official Sponsor of President's Luncheon (Includes signage, estimated attendance 500)	\$2,000
Official Sponsor of the Founders' Night Awards Celebration & Dinner (Includes signage, estimated attendance 450)	\$2,000
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 (Includes signage, estimated attendance 100)	\$1,500
Official Sponsor of Teaching & Learning Fair and Poster Session (Includes signage, estimated attendance 300)	\$1,500
Sponsor Morning Refreshment Breaks on Thursday/Friday/Saturday (Includes signage)	\$750
Sponsor Afternoon Refreshment Breaks on Thursday/Friday/Saturday (Includes signage)	\$750
Sponsor All Refreshment Breaks (Includes signage)	\$1,200



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## Guaranteed Conference Exposure:

Conference App Sponsor (Upgraded for 2018) (includes logo and recognition within app)	\$2,500
Hotel “Do Not Disturb” Sign Sponsor (Logo & recognition on signs in guest rooms)	\$1,500
Hotel Key Sponsor (Logo & recognition on hotel keys for 600 guests)	\$1,500
Conference Volunteer Shirt Sponsor (50)	\$750
Conference Attendee Gift Sponsor (approx. 600)	\$1,000
Conference Lanyard/USB Sponsor (approx. 600)	\$1,000

## Social Media & Promotions:

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

Looking for something new & different! Alternative packages can be created and tailored to meet your needs.



# NASSM 2018 HALIFAX, NS

## Conference Exhibitors & Advertising Opportunities:

### Conference Exhibitors:

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

Each Exhibitor receives: \$800

- One 6x3' table and 2 chairs (20% discount for additional booths)
- Two name tags for exhibitor access (does not include events and conference program)

### Advertising - Signage Opportunity (New):

Sponsor advertising will be displayed in the conference registration area. Each advertiser will receive one 24' x 36" mounted ad. Limited number available. \$500

### Advertising - Conference Program:

Please note we are no longer printing hard copies of the program. The Conference program of events and schedule will be available in a digital format for download to all members and attendees.

Full Page Ad \$250  
1/2 Page Ad \$125

### Technical Requirements

All ads must be in eps or pdf format in high resolution. Files must be submitted electronically via email.

Secure Your Sponsorship Today!

Connect with over 550 conference attendees by reserving your sponsorship at the 2018 NASSM Conference.

