



Sponsorship Opportunities

Gain exposure and recognition by sponsoring NASSM 2021 events, conference activities, and resources.

About NASSM



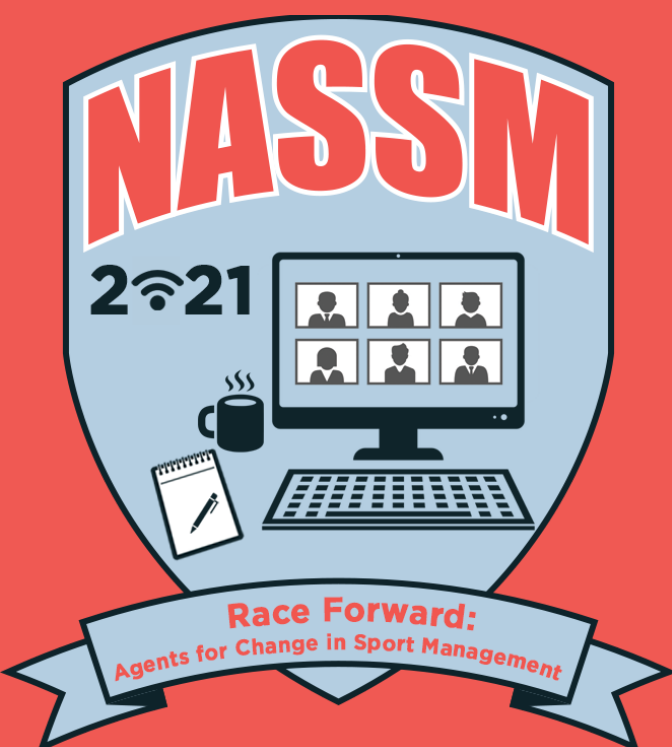
The North American Society for Sport Management (NASSM) is actively involved in supporting and assisting professionals working in the fields of sport, leisure, and recreation. The purpose of NASSM is to promote, stimulate, and encourage study, research, scholarly writing, and professional development 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, fundraising, and conflict resolution.

The 2021 Annual Conference will be held virtually from the comfort of your own home. 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 2021 NASSM Conference targets sport management faculty, students, and practitioners from the United States and Canada but also welcomes international attendees from around the world.



WHAT ARE THE BENEFITS OF SPONSORING?

Be a part of the change.

- 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
- Take advantage of increased marketing opportunities

NASSM offers a wide range of virtual sponsorship opportunities for the 2021 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.

Please contact conference@nassm.org to discuss available opportunities.

Sponsorships and advertisement opportunities are limited and sold on a first come, first serve basis.

Event Sponsorship Opportunities

ALL SPONSORSHIPS INCLUDE THE FOLLOWING BENEFITS IN ADDITION TO YOUR SELECTED PACKAGE:

- LOGO ON THE NASSM 2021 WEBSITE
- RECOGNITION ON VIRTUAL CONFERENCE WEBSITE
- RECOGNITION ON OFFICIAL NASSM SOCIAL MEDIA

PREMIER E-PACKAGE SPONSORSHIP OPPORTUNITIES

ELITE SPONSOR

\$10,000

Have your organization be the official sponsor of the NASSM conference. Organization will be referenced and highlighted at all applicable communication and content. "NASSM conference officially brought to you by ..."

SWAG SPONSOR

\$5,000

Have your logo or organization displayed on the conference gift shipped for first the 200 registrants. (e.g. tumbler cup, mousepad, notebook, power bank.)

CUSTOMIZED ELECTRONICAL MEDIA PACKAGE

\$2,500

Clickable logo on 2020 NASSM site, 1 Custom Pushed Ad within Conference App, 8.5 x 11 Conference Program Ad, and a customized Tweet & Facebook post on Thursday, Friday, or Saturday. Limited number available.

Event Sponsorship Opportunities Continued

KEYNOTE SPEAKER SPONSOR

\$2,500

Your organization or program can be the sponsor of a key note speaker. Limited availability.

HAPPY HOUR NETWORKING SPONSOR

\$2,500

Have your logo or organization host and sponsor the networking happy hour breakout session.

REGISTRATION SPONSORSHIP

\$2,000

Your logo on the registration page & completion page of registration.

CUSTOMIZABLE TWEETS & FACEBOOK POSTS

\$1,500

One Tweet & Facebook post on Thursday, Friday, or Saturday. Limited number available.

OFFICIAL NASSM COMMUNICATION SPONSORSHIP

\$1,000

Have your logo or organization branded at the end of all 2021 conference email communication.

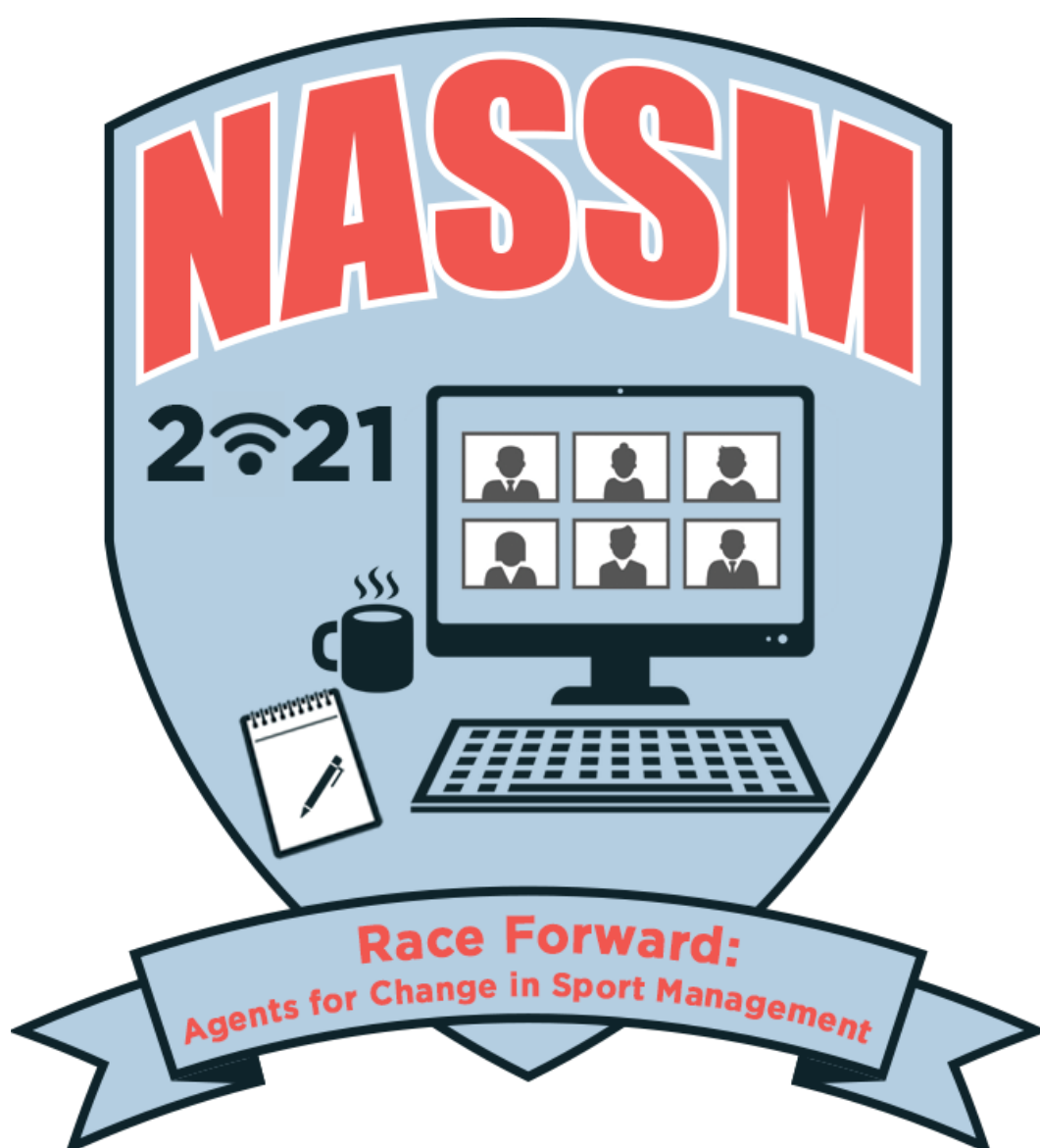
CUSTOM ADS WITHIN CONFERENCE APP

\$750 PER AD

Tailored to your needs. Limited number available.

**LOOKING FOR SOMETHING NEW AND DIFFERENT?
ALTERNATIVE PACKAGES CAN BE CREATED AND TAILORED TO
MEET YOUR NEEDS!**

**CONNECT WITH OVER 600 CONFERENCE ATTENDEES BY
RESERVING YOUR SPONSORSHIP AT THE 2021 NASSM
CONFERENCE.**



**CONTACT CONFERENCE@NASSM.ORG
TO SECURE YOUR SPONSORSHIP
TODAY!**