



# ADDITIONAL SPONSOR & EVENT OPTIONS

2020 returning sponsors have first right of renewal for 2021, if contracted by 12/31/2020. Membership is required for the opportunities shown below. Member pricing shown.

Investing in the opportunities below includes sponsor name and/or logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted, and first right to sponsor the event the following year. Company membership is required for the opportunities shown below.\*

## ADDITIONAL EVENT SPONSORSHIP & ADVERTISING OPPORTUNITIES

DESCRIPTION	MEMBER PRICE*
<input type="checkbox"/> <b>NAPEO's Live &amp; Virtual Leadership Council Forum Bundle</b> Limited to 5 non-competing companies. 23 to 24 combined meetings expected.	\$13,500
<input type="checkbox"/> <b>NAPEO's Live Leadership Council Forum Series</b> Limited to 5 non-competing companies; 14 in-person meetings expected.	\$12,500
<input type="checkbox"/> <b>Virtual LCF Events</b> Limited to 5 non-competing, rotating featured sponsor companies, random or done by company on SignUpGenius. Sponsors receive ability to introduce self and company (Includes a 2-minute sponsor introduction, rotates between companies per event date (1 introduction per date). 9 to 10 virtual events expected.	\$5,000
<input type="checkbox"/> <b>Women in NAPEO Sponsorship Series</b> 4 non-competing sponsors.	\$9,500
<input type="checkbox"/> <b>NAPEO's CEO Forum Full Series Sponsorship</b> Limited sponsorships, non-competing companies.	\$13,675
<input type="checkbox"/> <b>NAPEO's CEO Forum</b> Palo Alto Event Only, Late 2021	\$6,125
<input type="checkbox"/> <b>NAPEO's CEO Forum</b> Single event during PEO Capitol Summit, May 18, 2021	\$3,800
<input type="checkbox"/> <b>NAPEO's CEO Experience</b> Single event during Annual Conference, September 27, 2021	\$7,150
<input type="checkbox"/> <b>NAPEO's First Fridays (Virtual)</b> Includes non-commercial presentation with your personalized content (similar to Lunch & Learns) 11 available, once-a-month offering.	\$3,500

DESCRIPTION	MEMBER PRICE*
<p><input type="checkbox"/> <b>NAPEO's All-Inclusive Branded Webinar Series</b></p> <p><i>New in 2021: Webinar Series includes: NAPEO's traditional Webinars, interactive/moderated Q&amp;A discussion for our Town Hall Series, and Community Conversations—reserve by specialty area.</i></p> <p><i>Includes a 2-minute sponsor introduction, rotates between companies per event date (1 introduction per date).</i></p> <p><i>Segmented specialty areas include: Sales/Marketing, Risk Management/Workers' Compensation, Legal/HR/Government Affairs, and Payroll/Finance/Accounting.</i></p> <p><i>Maximum of 2 sponsors per specialty area; competing categories allowed.</i></p>	<p><i>Separate Pricing for Each Tract</i></p>
<p><input type="checkbox"/> <b>Sales/Marketing Tract</b></p> <p><i>Minimum number of 6 webinars expected in 2021.</i></p>	<p>\$7,500</p>
<p><input type="checkbox"/> <b>Risk Management/Workers' Compensation Tract</b></p> <p><i>Minimum of 8 webinars expected in 2021.</i></p>	<p>\$10,000</p>
<p><input type="checkbox"/> <b>Legal/HR/Government Affairs</b></p> <p><i>Minimum of 14 webinars expected in 2021.</i></p>	<p>\$15,000</p>
<p><input type="checkbox"/> <b>Payroll/Finance/Accounting</b></p> <p><input type="checkbox"/> <i>Minimum of 12 webinars expected in 2021.</i></p>	<p>\$12,500</p>
<p><input type="checkbox"/> <b>NAPEO's Virtual PEO University Series</b></p> <p><i>Up to 5 companies; competing categories not allowed.</i></p> <p>NAPEO's PEO University is a multi-part series that features PEO industry experts, leaders, and innovators who cover a new issue each week, such as co-employment, PEO sales, PEO licensing, tax, benefits, workers' comp, CPEO program, and much more.</p>	<p>\$1,750</p>
<p><input type="checkbox"/> <b>NAPEO's Board of Directors Spring Meeting</b></p> <p><i>February 2021 (tentative).</i></p>	<p>\$6,825</p>
<p><input type="checkbox"/> <b>NAPEO Retreat</b></p> <p><i>Late 2021.</i></p>	<p>TBD</p>
<p><input type="checkbox"/> <b>Leadership Dinner at NAPEO's Board of Directors Event</b></p> <p><i>November 15, 2021.</i></p> <p><i>Up to 5 companies; competing categories allowed.</i></p>	<p>\$7,875</p>
<p><input type="checkbox"/> <b>Entertainment Sponsor at NAPEO's Board of Directors Event</b></p> <p><i>November 2021</i></p> <p><i>Up to 5 companies; competing categories allowed.</i></p>	<p>\$7,785</p>
<p><input type="checkbox"/> <b>NAPEO PAC Appreciation Event at Annual Conference</b></p> <p><i>Unlimited; NAPEO must have PAC Solicitation form on file.</i></p>	<p>\$5,525</p>
<p><input type="checkbox"/> <b>NAPEO Pulse Survey</b></p> <p><i>Limited to 1 sponsor.</i></p>	<p>\$5,250</p>
<p><input type="checkbox"/> <b>Advertisement in NAPEO's Financial Ratio &amp; Operating Statistics Survey</b></p>	<p>\$1,375</p>

## EVENT PROMOTIONAL PACKAGE OPTIONS:

While sponsors may select different sponsor levels in each of the 4 core events, shown below are examples of the same package across all 4 core events and respective total investments for NAPEO's 2021 Annual Conference & Marketplace, PEO Capitol Summit, Risk Management Workshop, and CFO Seminar (\*member price are shown; Event Promotional Package medallion discounts will be applied to gross rates shown).

	MEMBER PRICE*
<input type="checkbox"/> Industry Champion Package for all 4 Events	\$90,000
<input type="checkbox"/> Partner Package for all 4 events	\$47,000
<input type="checkbox"/> Supporter Package for all 4 events	\$30,500
<input type="checkbox"/> Benefactor Package for all 4 events	\$22,000
<input type="checkbox"/> Friend Package for all 4 events	\$14,500

## NAPEO'S SPONSORSHIP & PROMOTION TERMS & CONDITIONS

1. NAPEO Event Promotions are non-transferable and may not be shared, sublet, sold or reassigned in whole or any part without the written consent of NAPEO.
2. Due to the value and expense of pre-show promotion of all sponsorships, no refunds are provided for cancellations. All reservations must be pre-paid.
3. NAPEO promotions are only considered reserved once a contract is signed and payment is received.
4. Payment is expected within 5 days from date of invoice.
5. Credit Card payments are accepted for amounts of \$10,000 or less.
6. Current year investors are given first right to renew promotional positions, if renewed prior to published deadline and when/where available based on options offered in each event.
7. Except as otherwise already agreed to by the Parties, if an in-person event is reorganized as a virtual event, in full or in part, the Parties shall work together in good faith to modify the sponsorship opportunity as conditions warrant.
8. NAPEO reserves the right to modify sponsored events and related benefits to adapt to changing conditions.
9. NAPEO in its sole discretion makes decisions related to promotional items.
10. Sponsorships are offered at members-only prices; non-members pay \$3,500 more.

SIGNATURE:

DATE:

COMPANY:

PHONE:

EMAIL:

**NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS**

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