



NAPEO CORE EVENT SPONSORSHIP PACKAGE OPTIONS

INDUSTRY CHAMPION Package Includes:

- Top-tier sponsor recognition in all marketing and conference promotion onsite and online
- High-end item included in swag box or conference bags
- Full-page color conference notebook ad (covers where available)
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 5 full registrations and 25% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice includes 1 selection from List 1 and 2 additional options from lists 2-5, based on availability

PARTNER LEVEL Package Includes:

- Second-level sponsor recognition in all marketing and conference promotion onsite and online
- Standard item included in swag box or conference bags
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 4 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice of 1 option from List 2 and one from lists 3-5, based on availability

SUPPORTER LEVEL Package Includes:

- Third-level sponsor recognition in all marketing and conference promotion onsite and online
- Small gift item included in swag box or conference bags
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 3 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists
- If virtual, Opportunity to host a Lunch & Learn/Cocktails & Conversation

Event Support & Recognition: Choice of 1 from list 3, 4 or 5

BENEFACTOR LEVEL Package Includes:

- Fourth-level sponsor recognition in all marketing and conference promotion onsite and online
- Full-page black/white conference notebook ad
- Ability to host raffle promoted to all attendees (sponsor provides gift)
- Complimentary registrations: 2 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists

Event Support & Recognition: Choice of 1 from list 4 or 5, based on availability

FRIEND LEVEL Package Includes:

- Fifth-level sponsor recognition in all marketing and conference promotion onsite and online
- Full-page black/white conference notebook ad
- Complimentary registrations: 1 full registrations and 20% off all additional
- Rotating logo in conference mobile app
- Pre- and post-conference registration lists

Event Support & Recognition: Choice of 1 from list 5, based on availability

SPONSORSHIP LEVEL INVESTMENTS

2021 Core Events	Industry Champion Investment	Partner Investment	Supporter Investment	Benefactor Investment	Friend Investment
Annual Conference & Marketplace (ACM)	☐ \$35,000	☐ \$15,000	☐ \$10,000	☐ \$7,500	☐ \$5,000
PEO Capitol Summit (PCS)	☐ \$25,000	☐ \$12,000	☐ \$7,500	☐ \$5,500	☐ \$3,500
Risk Management Workshop (RMW)	☐ \$15,000	☐ \$10,000	☐ \$6,500	☐ \$4,500	☐ \$3,000
CFO Seminar (CFO)	☐ \$15,000	☐ \$10,000	☐ \$6,500	☐ \$4,500	☐ \$3,000
Total	\$90,000	\$47,000	\$30,500	\$22,000	\$14,500

NAPEO'S TIERED SPONSOR SELECTION LIST SUMMARY

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO Seminar
Industry Champion: General Session (Day 1 or 2)	Industry Champion: Evening Event Congressional Directories Wednesday Evening Reception Keynote Breakfast, Tuesday morning Branded Water Bottles at Place Settings	Industry Champion: Wi-Fi Event Sponsor-Branded Water Bottles	Industry Champion: Wi-Fi Event Sponsor-Branded Water Bottles
Partner Sponsor: Wi-Fi Evening Event Turndown Service (Gift supplied by sponsor) Branded Lanyards Starbucks Gift Card Do-Not-Disturb Door Hangers Closing Lunch Welcome Lounge	Partner Sponsor: Registration Desk Branded Water Bottles Conference Mobile App Conference Notebook Back Cover Ad Wi-Fi	Partner Sponsor: Evening Event & Dinner Conference Mobile App Registration Desk Kick-Off Speaker	Partner Sponsor: Evening Event & Dinner Conference Mobile App Registration Desk Kick-Off Speaker
Supporter Sponsor: Mobile Device Charging Station(s) Registration Desk Branded Selfie Stand in Marketplace Opening Marketplace Reception Marketplace Reception Marketplace Luncheon	Supporter Sponsor: Closing Lunch Do-Not-Disturb Door Hangers Lunch Wednesday Room Drop Custom Branded Lanyards	Supporter Sponsor: Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon	Supporter Sponsor: Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon
Benefactor Sponsor: Conference Notebook Back Cover Ad, Color Conference Mobile App Closing Breakfast Online & Printed Program-at-a-Glance Hotel Keycards PEO University Afternoon Networking Breaks Continental Breakfast	Benefactor Sponsor: Hotel Keycards Associate Member Breakfast Conference Bags (or Branded Box) Conference Notepads Afternoon Networking Breaks Continental Breakfast	Benefactor Sponsor: Conference Bags Conference Notepads Conference Pens Afternoon Networking Break Continental Breakfast	Benefactor Sponsor: Conference Bags Conference Notepads Conference Pens Afternoon Networking Break Continental Breakfast
Friend Sponsor: Morning Networking Breaks State Welcome Reception Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Conference Bags or Swag Box Co-Branding Conference Notepads Conference Pens Luggage Tags	Friend Sponsor: Morning Networking Breaks Program-at-a-Glance Item Included in Conference Bags or Swag Box (Supplied by sponsor) Luggage Tags	Friend Sponsor: Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Morning Networking Break Branded Lanyard (Supplied by sponsor)	Friend Sponsor: Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Morning Networking Break Branded Lanyard (Supplied by sponsor)

2021 NAPEO SPONSOR RESERVATION FORM



COMPANY NAME:

CONTACT:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EMAIL:

ONSITE CONTACT NAME:

CELL PHONE #:

EVENT SPONSORING:

PACKAGE LEVEL:

AMOUNT \$:

PLEASE NOTE NAPEO'S SPONSORSHIP AND 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 for 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.

By signing, I accept NAPEO's Terms and Conditions and that all sales herein are final; refunds not provided for cancellations.

SIGNATURE:

DATE:

PRINT NAME:

TITLE:

BILLING CONTACT (IF DIFFERENT FROM ABOVE):

(NAPEO will email invoice to billing contact. Payment must be received within 5 days to be confirmed.)

BILLING CONTACT NAME:

EMAIL:

PHONE:

ADDRESS:

CITY:

STATE:

ZIP:

Please return completed form to Nancy Benoudiz via email at nbenoudiz@napeo.org or via fax to 703/836-0976.

NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS

707 North Saint Asaph Street, Alexandria, VA 22314 • 703/836-0466 • www.napeo.org