



## 2022 NAPEO SPONSORSHIP GUIDE

# NAPEO CORE EVENT SPONSORSHIP PACKAGE OPTIONS

## NAPEO CORE EVENT SPONSORSHIP COMPARISON CHART

MARKETING ELEMENTS COMPARISON	PREMIER	PARTNER	SUPPORTER	BENEFACTOR	FRIEND
<b>Tier Recognition</b>	1	2	3	4	5
<b>Branded Item included in Swag Bag (You select, we produce)</b>	High-end item	Standard item	Small item	Not included	Not included
<b>Conference Notebook Ads</b>	Full Page ad in Color	Full Page ad in Color	Full Page ad in Color	Full Page ad in Color	Full Page ad in Color
<b>Ability to host raffle promoted to all attendees (Sponsor provides gift)</b>	Included	Included	Included	Included	Included
<b>Complimentary registrations</b>	5 full registrations and 25% off all additional	4 full registrations and 20% off all additional	3 full registrations and 20% off all additional	2 full registrations and 20% off all additional	1 full registration and 20% off all additional
<b>Rotating Logo included on the Conference Mobile App</b>	Included	Included	Included	Included	Included
<b>Pre- and post-conference registration lists</b>	Included	Included	Included	Included	Included
<b>Program Event Support &amp; Recognition:</b>	Selection includes 1 element from the program list based on the sponsor tier selected	Selection includes 1 element from the program list based on the sponsor tier selected	Selection includes 1 element from the program list based on the sponsor tier selected	Selection includes 1 element from the program list based on the sponsor tier selected	Selection includes 1 element from the program list based on the sponsor tier selected

INVESTMENTS/PRICING	PREMIER	PARTNER	SUPPORTER	BENEFACTOR	FRIEND
<b>Annual Conference &amp; Marketplace</b>	\$36,750	\$15,750	\$10,500	\$7,875	\$5,250
<b>PEO Capitol Summit</b>	\$26,250	\$12,600	\$7,875	\$5,775	\$3,675
<b>Risk Management Workshop</b>	\$15,750	\$10,500	\$6,825	\$4,725	\$3,150
<b>CFO &amp; Payroll Seminar</b>	\$15,750	\$10,500	\$6,825	\$4,725	\$3,150

# NAPEO'S SUGGESTED SPONSOR SELECTIONS

Assignments confirmed by NAPEO's events team based on availability, venue, and program options.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO Seminar
<b>PREMIER SPONSOR</b>			
<ul style="list-style-type: none"> <li>General Session (Day 1 or 2)</li> </ul>	<ul style="list-style-type: none"> <li>Evening Event</li> <li>Congressional Directories</li> <li>Wednesday Evening Reception</li> <li>Keynote Breakfast, Tuesday morning</li> <li>Branded Water Bottles at Place Settings</li> </ul>	<ul style="list-style-type: none"> <li>Wi-Fi</li> <li>Event Sponsor-Branded Water Bottles</li> </ul>	<ul style="list-style-type: none"> <li>Wi-Fi</li> <li>Event Sponsor-Branded Water Bottles</li> </ul>
<b>PARTNER SPONSOR</b>			
<ul style="list-style-type: none"> <li>Wi-Fi</li> <li>Evening Event</li> <li>Turndown Service (Gift supplied by sponsor)</li> <li>Branded Lanyards</li> <li>Starbucks Gift Card</li> <li>Do-Not-Disturb Door Hangers</li> <li>Closing Lunch</li> <li>Welcome Lounge</li> </ul>	<ul style="list-style-type: none"> <li>Registration Desk</li> <li>Branded Water Bottles</li> <li>Conference Mobile App</li> <li>Conference Notebook Back Cover Ad</li> <li>Wi-Fi</li> </ul>	<ul style="list-style-type: none"> <li>Evening Event &amp; Dinner</li> <li>Conference Mobile App</li> <li>Registration Desk</li> <li>Kick-Off Speaker</li> </ul>	<ul style="list-style-type: none"> <li>Evening Event &amp; Dinner</li> <li>Conference Mobile App</li> <li>Registration Desk</li> <li>Kick-Off Speaker</li> </ul>
<b>SUPPORTER SPONSOR</b>			
<ul style="list-style-type: none"> <li>Mobile Device Charging Station(s)</li> <li>Registration Desk</li> <li>Branded Selfie Stand in Marketplace</li> <li>Opening Marketplace Reception</li> <li>Marketplace Reception</li> <li>Marketplace Luncheon</li> </ul>	<ul style="list-style-type: none"> <li>Closing Lunch</li> <li>Do-Not-Disturb Door Hangers</li> <li>Lunch Wednesday</li> <li>Room Drop</li> <li>Custom Branded Lanyards</li> </ul>	<ul style="list-style-type: none"> <li>Conference Back Cover Ad, Color</li> <li>PEO University</li> <li>Hotel Keycards</li> <li>Luncheon</li> </ul>	<ul style="list-style-type: none"> <li>Conference Back Cover Ad, Color</li> <li>PEO University</li> <li>Hotel Keycards</li> <li>Luncheon</li> </ul>
<b>BENEFACTOR SPONSOR</b>			
<ul style="list-style-type: none"> <li>Conference Notebook Back Cover Ad, Color</li> <li>Conference Mobile App</li> <li>Closing Breakfast</li> <li>Online &amp; Printed Program-at-a-Glance</li> <li>Hotel Keycards</li> <li>PEO University</li> <li>Afternoon Networking Breaks</li> <li>Continental Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>Hotel Keycards</li> <li>Associate Member Breakfast</li> <li>Conference Bags (or Branded Box)</li> <li>Conference Notepads</li> <li>Afternoon Networking Breaks</li> <li>Continental Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>Conference Bags</li> <li>Conference Notepads</li> <li>Conference Pens</li> <li>Afternoon Networking Break</li> <li>Continental Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>Conference Bags</li> <li>Conference Notepads</li> <li>Conference Pens</li> <li>Afternoon Networking Break</li> <li>Continental Breakfast</li> </ul>
<b>FRIEND SPONSOR</b>			
<ul style="list-style-type: none"> <li>Morning Networking Breaks</li> <li>State Welcome Reception</li> <li>Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor)</li> <li>Conference Bags or Swag Box Co-Branding</li> <li>Conference Notepads</li> <li>Conference Pens</li> <li>Luggage Tags</li> </ul>	<ul style="list-style-type: none"> <li>Morning Networking Breaks</li> <li>Program-at-a-Glance</li> <li>Item Included in Conference Bags or Swag Box (Supplied by sponsor)</li> <li>Luggage Tags</li> </ul>	<ul style="list-style-type: none"> <li>Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor)</li> <li>Morning Networking Break</li> <li>Branded Lanyard (Supplied by sponsor)</li> </ul>	<ul style="list-style-type: none"> <li>Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor)</li> <li>Morning Networking Break</li> <li>Branded Lanyard (Supplied by sponsor)</li> </ul>

# 2022 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 per sponsored event.

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](mailto:nbenoudiz@napeo.org) or via fax to 703/836-0976.**



**NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS**

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