



2022 NAPEO SPONSORSHIP GUIDE

NAPEO CORE EVENT SPONSORSHIP PACKAGE OPTIONS

ELITE SPONSOR 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

2022 CORE EVENTS	Elite Sponsor Investment	Partner Investment	Supporter Investment	Benefactor Investment	Friend Investment
Annual Conference & Marketplace (ACM)	☐ \$36,750	☐ \$15,750	☐ \$10,500	☐ \$7,875	☐ \$5,250
PEO Capitol Summit (PCS)	☐ \$26,250	☐ \$12,600	☐ \$7,875	☐ \$5,775	☐ \$3,675
Risk Management Workshop (RMW)	☐ \$15,750	☐ \$10,500	☐ \$6,825	☐ \$4,725	☐ \$3,150
CFO Seminar (CFO)	☐ \$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
ELITE SPONSOR			
<ul style="list-style-type: none"> General Session (Day 1 or 2) 	<ul style="list-style-type: none"> Evening Event Congressional Directories Wednesday Evening Reception Keynote Breakfast, Tuesday morning Branded Water Bottles at Place Settings 	<ul style="list-style-type: none"> Wi-Fi Event Sponsor-Branded Water Bottles 	<ul style="list-style-type: none"> Wi-Fi Event Sponsor-Branded Water Bottles
PARTNER SPONSOR			
<ul style="list-style-type: none"> Wi-Fi Evening Event Turndown Service (Gift supplied by sponsor) Branded Lanyards Starbucks Gift Card Do-Not-Disturb Door Hangers Closing Lunch Welcome Lounge 	<ul style="list-style-type: none"> Registration Desk Branded Water Bottles Conference Mobile App Conference Notebook Back Cover Ad Wi-Fi 	<ul style="list-style-type: none"> Evening Event & Dinner Conference Mobile App Registration Desk Kick-Off Speaker 	<ul style="list-style-type: none"> Evening Event & Dinner Conference Mobile App Registration Desk Kick-Off Speaker
SUPPORTER SPONSOR			
<ul style="list-style-type: none"> Mobile Device Charging Station(s) Registration Desk Branded Selfie Stand in Marketplace Opening Marketplace Reception Marketplace Reception Marketplace Luncheon 	<ul style="list-style-type: none"> Closing Lunch Do-Not-Disturb Door Hangers Lunch Wednesday Room Drop Custom Branded Lanyards 	<ul style="list-style-type: none"> Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon 	<ul style="list-style-type: none"> Conference Back Cover Ad, Color PEO University Hotel Keycards Luncheon
BENEFACTOR SPONSOR			
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Hotel Keycards Associate Member Breakfast Conference Bags (or Branded Box) Conference Notepads Afternoon Networking Breaks Continental Breakfast 	<ul style="list-style-type: none"> Conference Bags Conference Notepads Conference Pens Afternoon Networking Break Continental Breakfast 	<ul style="list-style-type: none"> Conference Bags Conference Notepads Conference Pens Afternoon Networking Break Continental Breakfast
FRIEND SPONSOR			
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Morning Networking Breaks Program-at-a-Glance Item Included in Conference Bags or Swag Box (Supplied by sponsor) Luggage Tags 	<ul style="list-style-type: none"> Conference Bag Item or Swag Box Item Giveaway (Item provided by sponsor) Morning Networking Break Branded Lanyard (Supplied by sponsor) 	<ul style="list-style-type: none"> 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 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 or via fax to 703/836-0976.



NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS

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