

# Announcing 2020 Conference Sponsorship Opportunities

Reach **DECISION MAKERS** representing  
**FEDERALLY IMPACTED SCHOOL DISTRICTS**

## **NAFIS Spring Conference**

March 15 - 17, 2020

## **NAFIS Fall Conference**

September 21 - 23, 2020

Hyatt Regency Capitol Hill  
400 New Jersey Ave., NW  
Washington, DC 20001



**National Association  
of Federally Impacted Schools**

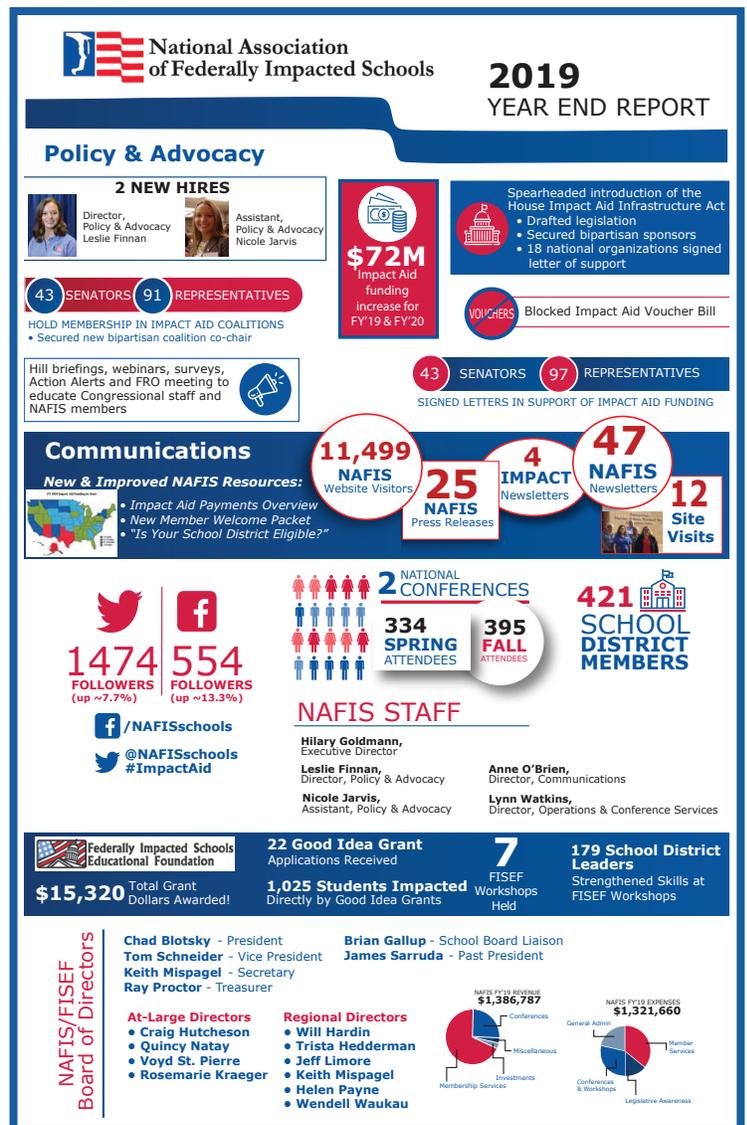


## ABOUT NAFIS

The National Association of Federally Impacted Schools (NAFIS) represents the 1,200-plus federally impacted public school districts that together educate more than 10 million students across the nation. For more than 40 years, the National Association of Federally Impacted Schools (NAFIS) has been the voice of the Impact Aid community before Congress and the Administration.

Federally impacted school districts are located on or near nontaxable Federal property—including military installations; Indian Trust, Treaty and Alaska Native Claims Settlement Act lands; Federal low-income housing facilities; and national parks, national laboratories and other Federal buildings and property. Demographically and geographically diverse, these school districts receive **Impact Aid** to support their education programs and services.

Learn more about our work by reading our [Annual Report](#) (also pictured right).



**To start your NAFIS sponsorship, contact:**  
 Hilary Goldmann, NAFIS Executive Director  
 (p) 202-624-5453 or (e) hilary@nafisd.org

## ANNUAL CONFERENCES

Twice a year NAFIS members gather in Washington, DC, for a conference filled with learning, advocacy and networking opportunities.

Over 300 superintendents, school board members and school business officials coming from 30 states attend each conference. Attendees are the senior level decision makers in these school districts.



## SAVE THE DATE

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Washington, DC 20001

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## WHAT ARE CONFERENCE ATTENDEES SAYING?

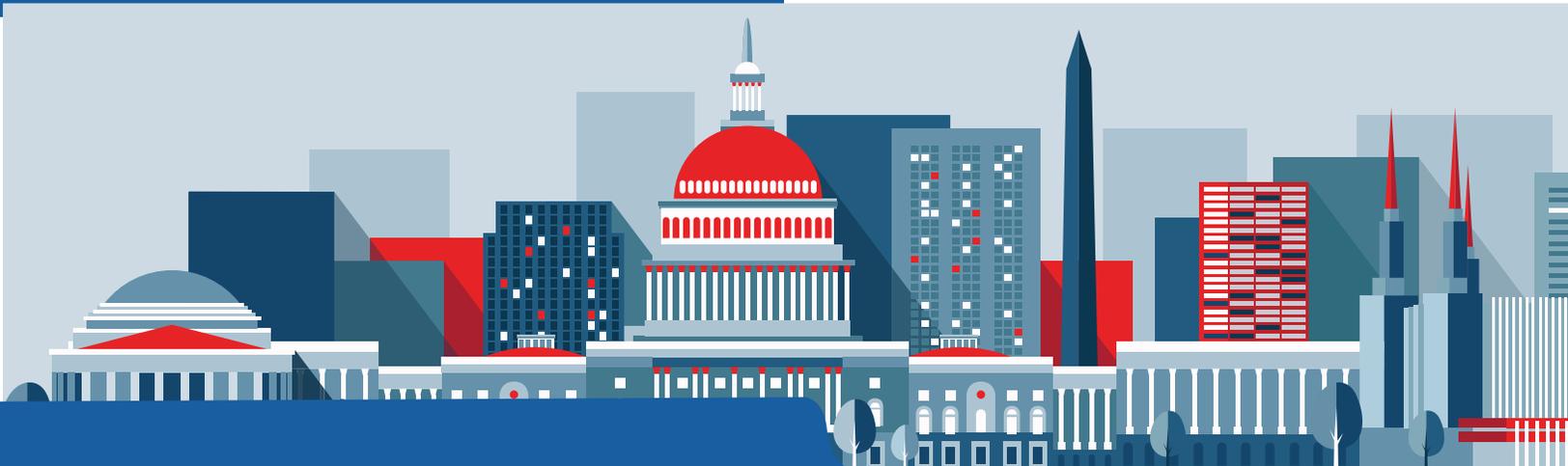


*Thank you for the great conference experience. The sessions provided invaluable information and the networking opportunities were meaningful.*

**Excellent conference. Well balanced. Well planned and organized.**

*As a first-time participant, my experience was positive. I plan to return.*

**This was my 6th conference – and I thought it was the best. The staff did a great job on everything.**



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## ANNOUNCING NAFIS 2020 SPONSORSHIP OPPORTUNITIES

NAFIS is pleased to announce its 2020 Sponsorship Opportunities. For the first time, NAFIS will be offering private sector companies marketing to K12 school districts the chance to be part of our dynamic and growing conference.

There are a limited number of opportunities, so act today to secure your place at one or both of our conferences.

### WHY SPONSOR?

NAFIS sponsorships are structured to:

- Expand your company's visibility with federally impacted school district leadership teams making purchasing decisions
- Amplify brand awareness for your products and services with these decision makers
- Promote strategic partnerships and grow relationships with superintendents, school board members and school business officials from across the country
- Increase your knowledge of the needs of federally impacted school districts

### TOP THREE REASONS

Why a NAFIS sponsorship is a good investment:

# 01

**Showcase** your products and services to a targeted market



# 02

**Meet** face to face with school district leadership teams throughout the conference



# 03

**Enjoy** broad recognition opportunities at the conference and online



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# SPONSORSHIP SNAPSHOT

NAFIS offers tiered sponsorships to meet your marketing goals and interests. At each level, sponsors receive prominent recognition, significant access to school district leaders and the full opportunity to participate in all aspects of the conference.

Sponsors are able to take advantage of the following benefits:

	Associate \$1,200	Bronze \$2,500	Silver \$5,000	Gold \$7,500	Platinum \$10,000
Exhibit Table	✓	✓	✓	✓	✓
Registrations	1	1	2	3	4
Logo on Conference Website/Program/Signage	✓	✓	✓	✓	✓
E-mail to Attendees		✓	✓	✓	✓
Ad on Mobile App		✓	✓	✓	✓
Chance to Provide Remarks From Podium			✓	✓	✓
Focus Group with Select Attendees				✓	✓
Product Demo					✓

# NAFIS CONFERENCES



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# NAFIS 2020 SPONSORSHIP OPPORTUNITIES

## ASSOCIATE | \$1,200

### Associates Will Receive The Following Benefits:

- 6-foot skirted table and chair in the designated registration area. You bring your own display, marketing materials, leave behinds and other giveaways for the attendees. Electricity is available. An Internet connection is available at an additional charge.
- One complimentary registration providing full access to all conference sessions and events, allowing for additional networking and information gathering
- Logo listing on NAFIS website and in the conference program book
- Logo and acknowledgement displayed on prominent signage at the conference
- Subscription to the NAFIS *IMPACT* quarterly newsletter to keep up-to-date on important developments during the year

## BRONZE | \$2,500

### Bronze Sponsors Will Receive The Following Benefits:

- 6-foot skirted table and chair in the designated registration area. You bring your own display, marketing materials, leave behinds and other giveaways for the attendees. Electricity is available. An Internet connection is available at an additional charge.
- One complimentary registration providing full access to all conference sessions and events, allowing for additional networking and information gathering
- Logo listing on NAFIS website and in the conference program book
- Logo and acknowledgement displayed on prominent signage at the conference
- Subscription to the NAFIS *IMPACT* quarterly newsletter to keep up-to-date on important developments during the year
- **Company description and logo on the conference mobile app**
- **E-mail message to attendees sent out by NAFIS on behalf of the sponsor before the conference**

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# NAFIS 2020 SPONSORSHIP OPPORTUNITIES

## SILVER | \$5,000

### Silver Sponsors Will Receive The Following Benefits:

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- One complimentary registration providing full access to all conference sessions and events, allowing for additional networking and information gathering
- Logo listing on NAFIS website and in the conference program book
- Logo and acknowledgement displayed on prominent signage at the conference
- Subscription to the NAFIS *IMPACT* quarterly newsletter to keep up-to-date on important developments during the year
- Company description and logo on the conference mobile app
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor before the conference
- **Opportunity to provide brief remarks from the podium to conference attendees during a general session**

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# NAFIS 2020 SPONSORSHIP OPPORTUNITIES

**GOLD | \$7,500 | ONLY TWO SPOTS AVAILABLE!**

## Gold Sponsors Will Receive The Following Benefits:

- 6-foot skirted table and chair in the designated registration area. You bring your own display, marketing materials, leave behinds and other giveaways for the attendees. Electricity is available. An Internet connection is available at an additional charge.
- One complimentary registration providing full access to all conference sessions and events, allowing for additional networking and information gathering
- Logo listing on NAFIS website and in the conference program book
- Logo and acknowledgement displayed on prominent signage at the conference
- Subscription to the NAFIS *IMPACT* quarterly newsletter to keep up-to-date on important developments during the year
- Company description and logo on the conference mobile app
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor before the conference
- Opportunity to provide brief remarks from the podium to conference attendees during a general session
- **Logo on conference envelope distributed to all conference attendees**
- **Convene a focus group with selected attendees to explore new product development or gain understanding of how your products are being used in federally impacted school districts. The focus group is invitational and two hours in length. Facilitation can be done by NAFIS or the sponsor. NAFIS will work with sponsors to structure the session. A follow up report will be provided. Focus group participants will receive a gift card from NAFIS.**

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# NAFIS 2020 SPONSORSHIP OPPORTUNITIES

## PLATINUM | \$10,000 | **EXCLUSIVE! ONLY ONE SPOT AVAILABLE!**

### Gold Sponsors Will Receive The Following Benefits:

- 6-foot skirted table and chair in the designated registration area. You bring your own display, marketing materials, leave behinds and other giveaways for the attendees. Electricity is available. An Internet connection is available at an additional charge.
- One complimentary registration providing full access to all conference sessions and events, allowing for additional networking and information gathering
- Logo listing on NAFIS website and in the conference program book
- Logo and acknowledgement displayed on prominent signage at the conference
- Subscription to the NAFIS *IMPACT* quarterly newsletter to keep up-to-date on important developments during the year
- Company description and logo on the conference mobile app
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor before the conference
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- **Give a 30-minute product demo in exhibit area. You choose the format and conduct the demo according to your specifications, working with NAFIS staff.**

## ADDITIONAL OPPORTUNITIES

### Charging Stations | \$1,000

- Your logo will be prominently displayed at all charging stations.

### Coffee & Snack Break | \$1,000 for one break (two available)

- Signage at break with your logo and company name.

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# NAFIS 2020 SPONSORSHIP POLICY

## NAFIS 2020 Sponsor Policy

The NAFIS conference is an educational event, and sponsorships are an important element of the educational process. NAFIS strives to promote respectful collaboration with sponsors.

NAFIS sponsorships are limited to companies offering products and services that support and promote a positive educational atmosphere for all students. NAFIS reserves the right to determine the eligibility of any company or product for inclusion as an exhibitor or sponsor at its conferences.

NAFIS is a nonpartisan organization and expects sponsors to respect this commitment throughout the conference. Each sponsor and exhibitor agrees to:

- Exhibit only products of their own manufacture or supply, limited to products and services designed for use in the K-12 education market.
- Display products and services in a tasteful manner so as to describe and depict their advantages.
- Refrain from price posting or order taking.

NAFIS will not partner with any company or organization with a primary commercial interest in or allow display of materials that promote:

- Anything that is illegal, discriminatory, obscene, profane, vulgar, prurient, defamatory, violent, abusive, impolite or which contains sexual content or sexual overtones or is otherwise not suitable for minors.
- Anything that promotes goods or services not suitable for minors.
- Support of or opposition to a specific religion or religious viewpoint.
- Support of or opposition to a specific political candidate or viewpoint.

No sponsorship will be effective until the sponsor and NAFIS enter into a Sponsorship Agreement incorporating the terms of this Sponsorship Policy and providing that any breach of this Sponsorship Policy will be grounds for termination of the Agreement.

Sponsorship at a NAFIS event is not an endorsement by NAFIS of any specific corporation or industry. NAFIS will allow the use of its name and logo only if the terms of the contract allow for a preapproved, limited use.

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# NAFIS 2020 SPONSOR REGISTRATION FORM

## SPONSOR PRICING:

I am committed to the following sponsorship option(s) below:

Level/Type	Amount
<input type="checkbox"/> Associate	\$1,200
<input type="checkbox"/> Bronze	\$2,500
<input type="checkbox"/> Silver	\$5,000
<input type="checkbox"/> Gold	\$7,500
<input type="checkbox"/> Platinum	\$10,000
<input type="checkbox"/> Charging Station	\$1,000
<input type="checkbox"/> Coffee or Snack Break	\$1,000

## SPONSOR INFORMATION:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Company Website (for logo/link): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please provide the contact person for delivery of Sponsor benefits (if different from above):**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please sign here to signify your acceptance of the Sponsor Policy and commitment to the sponsorship option(s) you selected:**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NAFIS thanks you for your support and looks forward to working together on a successful conference experience.

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