

# NAFIS 50th Anniversary Sponsorship Prospectus

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

**NAFIS Fall Conference & Gala**  
September 17 - 19, 2023

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



**National Association  
of Federally Impacted Schools**

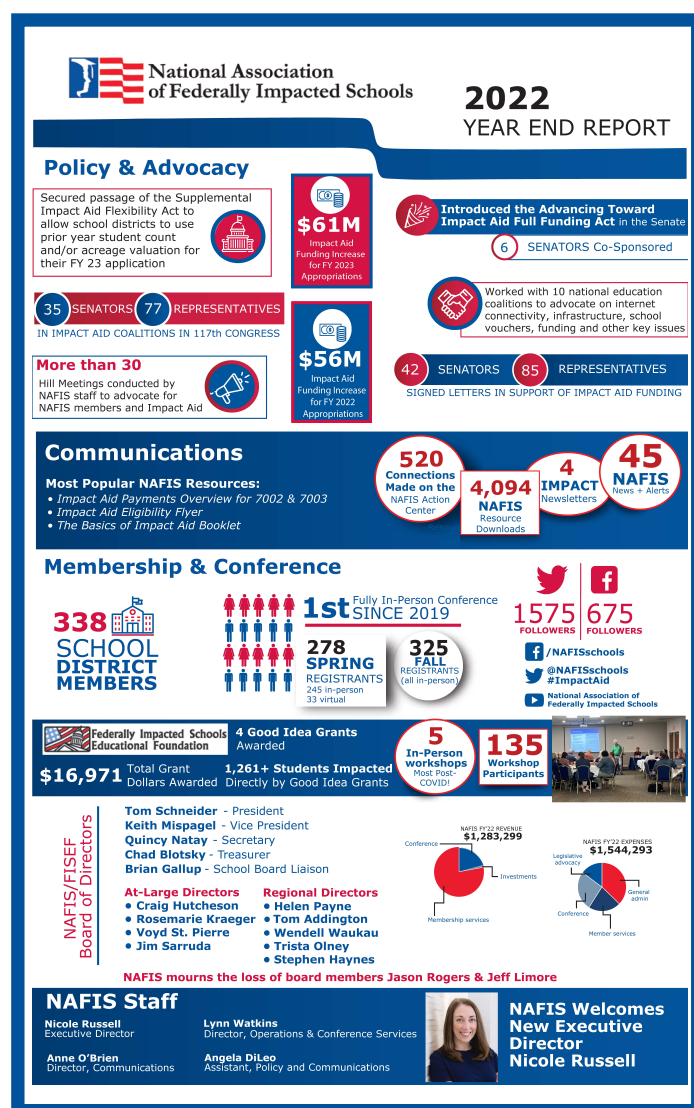


## ABOUT NAFIS

The **National Association of Federally Impacted Schools (NAFIS)** represents the 1,100-plus federally impacted public school districts that together educate more than 10 million students across the nation. For 50 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, such as 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:**  
 Nicole Russell, NAFIS Executive Director  
 (p) 202-624-5453 or (e) nicolerussell@nafisd.org

## ANNUAL CONFERENCES

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

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

## 50TH ANNIVERSARY GALA

2023 marks 50 years of NAFIS leadership in Impact Aid advocacy. The NAFIS Family will commemorate the occasion with a black-tie celebration recognizing federally impacted school districts and honoring champions of Impact Aid.

## SAVE THE DATE

### NAFIS Fall Conference & Gala

September 17, 2023 - September 19, 2023

### NAFIS Spring Conference

March 17, 2023 - March 19, 2023

## 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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## NAFIS 50th ANNIVERSARY SPONSORSHIP PROSPECTUS

NAFIS is pleased to announce its 50th Anniversary sponsorship opportunities. NAFIS is offering companies the chance to engage with our dynamic and growing membership.

There are a limited number of opportunities – so act today to secure your place at our conferences and help NAFIS celebrate 50 years of advocating for and supporting federally impacted school districts.

### WHY SPONSOR?

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

NAFIS offers tiered sponsorship packages to meet your 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.

	Conference Sponsor \$3,000	Friend of NAFIS \$6,000	Premier Sponsor \$12,000* <i>2 opportunities</i>	Champion Sponsor \$15,000* <i>1 opportunity</i>
Exhibit table at ONE conference	✓	✓	✓	✓
Registrations at ONE conference	1	2	3	4
Logo on conference website/program/signage/app at ONE conference	✓	✓	✓	✓
Recognition in conference e-blast at ONE conference	✓	✓	✓	✓
Recognition from podium at ONE conference	✓	✓	✓	✓
Banner ad on conference mobile app at ONE conference		✓	✓	✓
NAFIS-sent email to conference attendees at ONE conference		✓	✓	✓
Opportunity to provide remarks from podium at ONE conference			✓	✓
Product demo at ONE conference			✓	✓
Logo on NAFIS annual report			✓	✓
Dedicated NAFIS-sent email distributing thought leadership paper or product to all NAFIS members			✓	✓
Dedicated NAFIS-sent email to NAFIS membership announcing partnership			✓	✓
Focus group, either with select attendees at ONE conference or virtual at another point during the year				✓
Webinar highlighting thought leadership available (advertised & recorded/distributed) to all NAFIS members				✓

**\*Do you want to participate in more than one NAFIS conference or customize your experience? Please reach out to Executive Director Nicole Russell at 202-624-5453 or [nicolerussell@nafisd.org](mailto:nicolerussell@nafisd.org).**

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# NAFIS 50TH ANNIVERSARY GALA SPONSORSHIP SNAPSHOT

NAFIS offers tiered sponsorship packages to meet your 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.

	Bronze Gala Sponsors \$8,000	Silver Gala Sponsors \$14,000	Gold Gala Sponsors \$20,000	Platinum Gala Sponsors \$25,000
2023 NAFIS Fall Conference Sponsorship		Conference Sponsor	Friend of NAFIS	Friend of NAFIS
Table at the Gala	1 table	1 table	1 priority table	1 premier table
Ad in printed Gala program	Quarter	Half	Half	Full
Full color logo on Gala signage	✓	✓	✓	✓
Recognition in print and electronic media related to the Gala	✓	✓	✓	✓
Recognized in remarks at the Gala		✓	✓	✓
Dedicated NAFIS-sent email to NAFIS membership announcing Gala sponsorship			✓	✓
Opportunity for one representative to provide remarks from podium at the Gala				✓
Two seats at head table				✓

## National Association of Federally Impacted Schools



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# NAFIS CONFERENCE SPONSORSHIP OPPORTUNITIES

## CONFERENCE SPONSOR | \$3,000

### Conference 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 give aways for the attendees.
- One complimentary registration providing full access to all conference sessions and events allowing for additional networking and information gathering
- Logo listing on conference website, NAFIS website and all collateral associated with the conference and recognition on social media
- Logo and acknowledgement displayed on prominent signage at the conference

## FRIEND OF NAFIS SPONSOR | \$6,000

### Friend of NAFIS 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 give aways for the attendees.
- Two complimentary registrations providing full access to all conference sessions and events allowing for additional networking and information gathering
- Logo listing on conference website and collateral associated with the conference and recognition on social media
- Logo and acknowledgement displayed on prominent signage at the conference
- A customized banner ad in the NAFIS conference mobile app displayed on rotation throughout the conference
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor after the conference

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# NAFIS CONFERENCE SPONSORSHIP OPPORTUNITIES

## **PREMIER Sponsor | \$12,000 | ONLY 2 SPOTS AVAILABLE!**

### **Premier 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 give aways for the attendees.
- Three complimentary registrations providing full access to all conference sessions and events allowing for additional networking and information gathering
- Logo listing on conference website and collateral associated with the conference and recognition on social media
- Logo and acknowledgement displayed on prominent signage at the conference
- A customized banner ad in the NAFIS conference mobile app displayed on rotation throughout the conference
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor after the conference
- Opportunity to provide brief remarks from the podium at one conference
- Opportunity to provide a product demonstration at ONE NAFIS conference
- Logo on annual report
- Dedicated NAFIS-sent email distributing thought leadership paper or product to all NAFIS members
- Dedicated NAFIS-sent email to NAFIS membership announcing partnership

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# NAFIS CONFERENCE SPONSORSHIP OPPORTUNITIES

## **CHAMPION SPONSOR | \$15,000 | ONLY 1 SPOT AVAILABLE!**

### **Champion 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 give aways for the attendees.
- Four complimentary registrations providing full access to all conference sessions and events allowing for additional networking and information gathering
- Logo listing on conference website and collateral associated with the conference and recognition on social media
- Logo and acknowledgment displayed on prominent signage at the conference
- A customized banner ad in the NAFIS conference mobile app displayed on rotation throughout the conference
- E-mail message to attendees sent out by NAFIS on behalf of the sponsor after the conference
- Opportunity to provide brief remarks from the podium at one conference
- Opportunity to provide a product demonstration at ONE NAFIS conference
- Logo on annual report
- Dedicated NAFIS-sent email distributing thought leadership paper or product to all NAFIS members
- Dedicated NAFIS-sent email to NAFIS membership announcing partnership
- Focus group, either with select attendees at ONE conference or virtual at another point
- Opportunity to host a webinar highlighting thought leadership, which will be advertised to all NAFIS members. Session will also be recorded and distributed to all NAFIS members

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# NAFIS CONFERENCE ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Conference Luncheon | \$5,000** *(one available per conference)*

- Signage at luncheon with company logo and/or name
- Recognition from podium and in push notification, as well as conference program, website and app
- Company materials on tables
- 1 minute video to play at luncheon

## **Hill Day Snack Bags | \$2,500** *(one available per conference)*

- Your company's logo and/or name on the snack bags
- Signage at pickup station with company logo and/or name
- Recognition from podium and in push notification, as well as conference program, website and app

## **Coffee Break | \$1,500** *(two available per conference)*

- Signage at coffee break with logo and/or name
- Recognition in conference program, website and app

## **Charging Stations | \$1,000** *(one available per conference)*

- Signage at charging stations with company logo and/or name
- Recognition in conference program, website and app

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# NAFIS SPONSORSHIP POLICY

## NAFIS SPONSORSHIP 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 agree 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 limited use of its name and logo only if the terms of this Agreement allow for such use.

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# NAFIS SPONSOR REGISTRATION FORM

## SPONSORSHIP SELECTION:

Gala Sponsorship		Amount
<input type="checkbox"/>	Platinum Gala Sponsorship	\$25,000
<input type="checkbox"/>	Gold Gala Sponsorship	\$20,000
<input type="checkbox"/>	Silver Gala Sponsorship	\$14,000
<input type="checkbox"/>	Bronze Gala Sponsorship	\$8,000
Conference Sponsorship		
<input type="checkbox"/>	Champion Sponsorship	\$15,000
<input type="checkbox"/>	Premier Sponsorship	\$12,000
<input type="checkbox"/>	Friend of NAFIS Sponsorship	\$6,000
<input type="checkbox"/>	Conference Sponsorship	\$3,000
Additional Opportunities		
<input type="checkbox"/>	Conference Luncheon	\$5,000
<input type="checkbox"/>	Hill Day Snack Bags	\$2,500
<input type="checkbox"/>	Coffee Break	\$1,500
<input type="checkbox"/>	Charging Station	\$1,000

## SPONSOR INFORMATION:

Name:	Title:	
Company:	Website:	
Address:		
City:	State:	Zip:
Phone:	Email:	

Contact person for delivery of Sponsor benefits (if different from above):

Name:	
Phone:	Email:

Sign here to signify acceptance of the Sponsor Policy and commitment to the sponsorship option(s) selected:

Name:	
Phone:	Email:

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