

A New Approach for Sponsorship & Promotion



GAINING GROUND
National Bison Association Winter Conference
2019

*The Most Mileage
For Your Message*



A Two Way Street...

You want to support the National Bison Association, and its efforts to restore herds by building strong market-based connections with the North American public.

The National Bison Association wants to support you as well, by providing maximum visibility for your sponsorship and promotional commitment.



Introducing our new approach...

Sponsorship/Promotional Menu

- We've developed new sponsorship levels for the 2019 NBA Winter Conference.
- Each sponsorship level includes a specific dollar value of advertising, event participation, and other recognition.
- Sponsors can select from our “menu” of benefits for maximum visibility.



Here's How it Works

- Select Your Sponsorship Level, with the added value benefit bonus
- Use the Value Added Benefits Menu to select a package of promotional/participation benefits that equal your bonus level.
- Provide the NBA with your business logo and we'll take it from there.



2019 Sponsorship Levels

SPONSORSHIP LEVEL	AMOUNT	ADDED VALUE BENEFIT AMOUNT
Gold Trophy Presenting Sponsor	\$ 12,000	\$ 4,500.00
Convention Presenting Sponsor	\$ 10,000	\$ 3,000.00
Convention Sustaining Sponsor	\$ 7,500	\$ 2,500.00
Convention Supporting Sponsor	\$ 5,000	\$ 1,750.00
Conference Bags Sponsor	\$ 4,000	\$ 1,500.00
Key Card Sponsor	\$ 3,000	\$ 1,200.00
Video Sponsor	\$ 2,500	\$ 1,000.00
Name Badge Sponsor – SOLD!	\$ 3,000	\$ 1,200.00
Coffee Break Sponsor	\$ 2,000	\$ 800.00
Hospitality Sponsor – SOLD!	\$ 2,000	\$ 800.00
Entertainment Sponsor	\$ 2,000	\$ 800.00
NBA Supporter	\$ 1,000	\$ 500.00



Added Value Benefit Menu

ADDED VALUE BENEFITS MENU	
NBA Membership	\$ 250.00
<u>BISON WORLD</u>	
One time Placement	
Back Cover	\$ 1,255.00
Inside Covers	\$ 1,195.00
Full Page	\$ 655.00
Half Page	\$ 425.00
1/3 Page	\$ 285.00
Four Placements	
Back Cover	\$ 4,000.00
Inside Covers	\$ 3,800.00
Full Page	\$ 2,120.00
Half Page	\$ 1,320.00
1/3 Page	\$ 920.00
<u>WEEKLY UPDATE</u>	
Banner	\$ 95.00
In-Line Ad	\$ 60.00

ADDED VALUE BENEFITS MENU	
<u>WEBSITE</u>	
Website Advertising (One Month)	\$ 500.00
Trading Board	\$ 75.00
<u>SOCIAL MEDIA</u>	
Facebook/Instagram/YouTube (per month)	\$ 250.00
Facebook (per month)	\$ 100.00
Instagram (per month)	\$ 100.00
YouTube	\$ 100.00
<u>CONFERENCE</u>	
Trade Show Booth	\$ 300.00
Banquet Table (10 seats)	\$ 500.00
<u>GTSS</u>	
Tarps	\$ 300.00
Outside Back Cover	\$ 500.00
Inside Cover	\$ 400.00
Full Page	\$ 300.00
Half Page	\$ 200.00
Business Card	\$ 75.00



Eg. Convention Presenting Sponsor

- Sponsorship cost: \$10,000
- Value Added Bonus Benefit = \$3,000

ADDED VALUE BENEFITS MENU		Qty.	Your Total
NBA Membership	\$ 250.00	1	\$ 250.00
<u>BISON WORLD</u>			
Inside Cover	\$ 1,195.00	1	\$ 1,195.00
<u>WEEKLY UPDATE</u>			
Banner	\$ 95.00	2	\$ 190.00
In-Line Ad	\$ 60.00	1	\$ 60.00
<u>WEBSITE</u>			
Website Advertising (One Month)	\$ 500.00	1	\$ 500.00
<u>CONFERENCE</u>			
Trade Show Booth	\$ 300.00	1	\$ 300.00
Banquet Table (10 seats)	\$ 500.00	1	\$ 500.00
TOTAL			\$ 2,995.00



Visibility for You...Support for NBA!



The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

Reprint is encouraged and permission is granted when the following credit appears:
©National Bison Association, Westminster, CO

