



NATIONAL ASSOCIATION OF STATE FIRE MARSHALS

34th Annual Fire Prevention & Safety Symposium

SPONSORSHIP GUIDE



NASFM SPONSORSHIP 2024

Is your organization looking for a way to support improved public safety? The National Association of State Fire Marshals (NASFM) invites you to join us at our Symposium Exhibit Hall. Comprised of the most senior fire safety officials in each state, our members' responsibilities typically include code adoption and enforcement, fire and arson investigation, fire incident data collection and analysis, firefighter training and safety, public education, and advising elected and appointed government officials on public safety matters. Each year NASFM brings together State Fire Marshals and public safety officials from across the country at the annual Fire Prevention & Safety Symposium to share essential education, strategize on operational response and recovery issues, and explore emerging technologies impacting the fire service. Your participation and input are critical to the continued work of the Marshals and the organization, and to the success of the 2024 Symposium!

Join us at the **Kansas City Marriott Downtown** to support the mission of the National Association of State Fire Marshals to protect life, property, and the environment from fire and related hazards.

Premier Sponsorship Programs – Platinum or Titanium levels of sponsorship provides the opportunity to support NASFM's exceptional work in safety advocacy, training, and education. It will also allow you to communicate your message efficiently and effectively to the NASFM membership and all other symposium attendees.

Gold, Silver, and Bronze sponsorship opportunities are also available to fit a variety of budgets and marketing objectives you may have. Details on all sponsorship levels can be found below.

Individual Sponsorship Opportunities – A variety of individual opportunities such as Keepsake Items, Challenge Coins, Lanyards, Specialty branded item and others are available on a first-come, first-served basis. We can also work with you to bring any unique sponsorship ideas you may have to the 2024 NASFM Symposium.

Sponsorship opportunities are limited. To become a sponsor, please contact Philip Oakes at 407-232-2807 or phil@browning.red. Additional information about NASFM can be found at www.firemarshals.org.

The ROI of Becoming a Symposium Sponsor

"It's virtually impossible to coordinate schedules to meet each State Fire Marshal in their state. Yet, with minimal time and expense, we gain exposure to 30-40 under one roof".

Chris Roberts, President of GHS Companies and Brands, a long-time exhibitor

PLATINUM SPONSORSHIP

Contribution Level - \$11,500

Included:

- One complimentary Full Symposium Registration (including Monday Night Dinner event) – MUST register as an attendee by July 15th to utilize this benefit.
- Three (3) additional complimentary dinner tickets (in addition to Full Symposium Registration and dinner) to the Monday Night Dinner event (total of four (4) dinner tickets) – MUST provide names for each ticket by July 15th to utilize this benefit.
- Logo prominently placed on NASFM Symposium Sponsorship webpage.
- Platinum level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by July 1st to utilize this benefit (sign may be digital).
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on three separate occasions.
- Formal recognition of your Platinum level sponsorship at the Symposium.
- Recognition of your sponsorship in the NASFM Newsletter.
- Two (2) NASFM Annual Symposium keepsake items – MUST provide names of recipients by July 1st to utilize this benefit.
- Opportunity to donate a minimum of 350 branded items to be included in attendee tote bags.
- Special acknowledgement, and possible speaking opportunities, at the Premier Events, including:
 - *State Fire Marshals Only Breakfast Forum*
 - *Pre-Symposium Meetings (Board, Model Codes)*
 - *Symposium Luncheons*

For an additional fee you can be an exhibitor at the Symposium, as a Premium Sponsor you will receive the following benefits:

- *Premier Exhibitor booth location*
- *Exhibitor booth highlighted on Exhibitor Floor Map*

Customized opportunities are also available. Please contact Philip Oakes at 407-232-2807 or phil@browning.red for details and availability.

TITANIUM SPONSORSHIP

Contribution Level - \$8,000

Included:

- One complimentary Full Symposium Registration (including Monday Night Dinner event) – MUST register as an attendee by July 15th to utilize this benefit.
- Two (2) complimentary tickets (in addition to Full Symposium Registration and dinner) to the Monday Night Dinner event (total of three (3) dinner tickets) – MUST provide names for each ticket by July 15th to utilize this benefit.
- Logo prominently placed on NASFM Symposium Sponsorship webpage.
- Titanium level group sign displaying your company logo in a prominent location all 3 days– MUST provide logo by July 1st to utilize this benefit (sign may be digital).
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on two separate occasions.
- Formal recognition of your Titanium level sponsorship at the Symposium.
- Recognition of your sponsorship in the NASFM Newsletter.
- One (1) NASFM Annual Symposium keepsake item – MUST provide name of recipient by July 14th utilize this benefit.
- Opportunity to donate a minimum 350 branded items to be included in attendee tote bags.

For an additional fee you can be an exhibitor at the Symposium, as a Premium Sponsor you will receive the following benefits:

- *Premier exhibitor booth location*
- *Exhibitor booth highlighted on Exhibitor Floor Map*

Customized opportunities are also available. Please contact Philip Oakes at 407-232-2807 or phil@browning.red for details and availability.

GOLD SPONSORSHIP

Contribution Level - \$5,250

Included:

- Two (2) complimentary tickets to the Monday Night Dinner event – MUST provide names for each ticket by July 15th to utilize this benefit.
- Logo prominently placed on NASFM Symposium Sponsorship webpage.
- Gold level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by July 1st to utilize this benefit (sign may be digital).
- Your company logo in a PowerPoint displayed during breaks.
- Your company logo will appear on the NASFM social media sites on one occasion.
- Formal recognition of your Gold level sponsorship at the Symposium.
- Recognition of your sponsorship in the NASFM Newsletter.
- Opportunity to donate a minimum of 350 branded items to be included in attendee tote bags.

NOT Included: (Requires SEPARATE Registration)

- Symposium Registration
 - Lunches
 - Breaks

Customized opportunities are also available. Please contact Philip Oakes at 407-232-2807 or phil@browning.red for details and availability.

SILVER SPONSORSHIP

Contribution Level - \$2,650

Included:

- One (1) complimentary ticket to the Monday Night Dinner event – MUST provide name for ticket by July 15th to utilize this benefit.
- Logo placed on NASFM Symposium Sponsorship webpage.
- Silver level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by July 1st to utilize this benefit (sign may be digital).
- Your company logo in a PowerPoint displayed during breaks.
- Formal recognition of your Silver level sponsorship at the Symposium.
- Recognition of your sponsorship in the NASFM Newsletter.
- Opportunity to donate a minimum of 350 branded items to be included in attendee tote bags.

NOT Included (Requires SEPARATE Registration):

- Symposium Registration
 - Lunches
 - Breaks

Customized opportunities are also available. Please contact Philip Oakes at 407-232-2807 or phil@browning.red for details and availability.

BRONZE SPONSORSHIP

Contribution Level - \$525

Included:

- Logo placed on NASFM Symposium Sponsorship webpage.
- Bronze level group sign displaying your company logo in a prominent location all 3 days – MUST provide logo by July 1st to utilize this benefit (sign may be digital).
- Your company logo in a PowerPoint displayed during breaks.
- Formal recognition of your Bronze level sponsorship at the Symposium.
- Recognition of your sponsorship in the NASFM Newsletter.
- Opportunity to donate a minimum of 350 branded items to be included in attendee tote bags.

NOT Included (Requires SEPARATE Registration):

- Symposium Registration
 - Lunches
 - Breaks
 - Dinner Event

Customized opportunities are also available. Please contact Philip Oakes at 407-232-2807 or phil@browning.red for details and availability.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

These special opportunities are available on a first-come, first-served basis. If your organization has other add-on ideas you would like to discuss, please contact Philip Oakes at 407-232-2807 or phil@browning.red.

Hospitality Room Sponsorship – Your Company will be shown as the sponsor of the Hospitality Room throughout the event, and allowed to place signage and other branded materials throughout the location. Please contact phil@browning.red to coordinate materials all the activities associated with this sponsorship. **Cost - \$10,000**

Symposium Keepsake Item – Your company logo added to the Keepsake item (i.e. Shirt, Duffle Bag, Windbreaker, or other item) presented to each Fire Marshal, Platinum and Titanium sponsors attending the Symposium. **Cost - \$6,000**

Custom NASFM Challenge Coin – NASFM challenge coin with your company logo and NASFM's logo included in the coin packaging. **Cost - \$5,000**

Welcome Reception Sponsorship – Your Company will be shown as the sponsor of the Sunday Welcome Reception, and allowed to place signage and other branded materials throughout the event. Please contact phil@browning.red to coordinate materials all the activities associated with this sponsorship. **Cost - \$5,500**

Daily & Coffee Breaks – Symposium breaks will be announced as sponsored by company with appropriate signage prominently located near refreshments. **Cost - \$3,200**

Chair Drop Advertising - Company will supply 350 flyers which will be placed at attendee seating positions prior to the start of each day's events. Price is for one day of placement. Total available is three days. Flyers must be delivered to NASFM at a location to be designated. Please contact phil@browning.red to coordinate delivery. **Cost - \$750**

Lanyards – Your organization will supply a minimum of 350 lanyards to hold NASFM name badges for all attendees. **Cost - \$1,600.**

Flash Drive with Symposium Materials – You provide 350 flash drives with your company logo, NASFM will add available Symposium materials. **Cost - \$1,500**

Hotel Room Key Sponsorship – Your organization will supply a minimum of \$700 hotel rooms cards. Attendees staying at the host hotel will receive a room key custom designed with your logo, information, and the NASFM logo. Due to production times, registration for this item must be completed 60 days prior to the conference (June 3rd). Upon completion of the registration, you must email phil@browning.red to arrange details. **Cost \$1,300.**

Symposium Attendee Bags – Your organization will supply a minimum of 350 Symposium attendee bags, which will include the NASFM logo along with your company logo, to hold Symposium goodies. Bag and artwork must be approved by NASFM. **Cost - \$1,300**

Conference Stationary - This is to have the sponsors logo and the NASFM logo placed on custom branded stationary, pens, or other items to be provided to all attendees. NASFM and the sponsor will work together on the design. The sponsoring organization must provide 400 of the item designed. Due to production times, registration for this item must be completed 60 days prior to the conference (June 3rd). Upon completion of the registration you must email phil@browning.red to arrange details. **Cost \$1,300**

Custom Sponsorship Opportunities – Do you have a sponsorship idea that isn't listed in this guide? Please contact us to discuss concept and cost. **Cost - TBD.**
Examples of custom sponsorship we have seen in the past include:

- *Lemonade Stand*
- *Coffee provided during the event or a day*
- *Daily Agenda Sign*

Door Prizes - As a sponsor your organization is entitled to donate items as exhibit hall prizes. Once your registration is confirmed, an email will be sent to your point of contact with shipping instructions, and to ensure all appropriate recognition is given.

Symposium Goody Bag Items – As a sponsor your organization is also entitled to donate items to the attendee bags (350 minimum). Once your registration is confirmed, an email will be sent to your point of contact with shipping instructions.

IMPORTANT DATES/DEADLINES TO REMEMBER

| Date: | For: |
|---------|--|
| July 1 | Symposium Program Information Deadline |
| July 1 | Logo for Sponsor Board Deadline |
| July 15 | Keepsake Item Recipient Name Submission Due |
| July 9 | Hotel Room Block Reservation Deadline |
| July 15 | Symposium Registration Deadline (Complimentary or Paid) |
| July 15 | Monday Night Dinner Event Ticket Name Submission Due (Complimentary or Paid) |
| July 15 | Symposium Registration Fees Refund Deadline – NO REFUNDS after this date |