

NCSM 2017 – 2018 Sponsor Commitment Agreement

**Please email your completed and signed forms to
ncsmadvertise@mathedleadership.org
by August 30, 2017**

Sponsorship Forms

Company Name:

CONTACT INFORMATION:

Name: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 Telephone: () _____ Fax: () _____
 Email: _____

Please indicate the items to which you would like to commit sponsorship.

Item	Description	Approx. Value
Meal Functions – Please complete form A*		
Advertising – Please complete form B		
Exhibit Booth – Please complete form C		
Sponsor Showcase (\$1500/Showcase – Must complete the online session proposal.)		
Display Area Session (book signing or workshop) (Please provide details on form C)		
All other sponsor opportunities (See Sponsor Opportunity Descriptions and Summary for additional information and qualifying sponsorship levels. For General Contributions, please indicate your company's actual cost versus retail cost for the approximate value.)		
Total Commitment Value		

For details on Sponsor Levels, see the <i>Sponsor Opportunities and Summary</i>			
Platinum	Gold	Silver	Bronze
\$40,000 & up	\$25,000-\$39,999	\$15,000 - \$24,999	\$10,000-\$14,999

*Note that Sponsors who include a meal function during an NCSM event will receive additional benefits listed in the *Sponsor Opportunity Descriptions and Summaries*.

Signature	Date	Elite Level
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Form A – Meal Functions

All 50th NCSM Annual Conference meal function activities must provide for a minimum of conference participants. Elite sponsors have the first right of refusal prior to August 15th for any meal functions sponsored during the previous fiscal year. Meals may be fully or partially supported.

NCSM Annual Conference Washington, D.C., April 23 – 25, 2018			
<i>For details, see the Sponsor Opportunity Descriptions</i>			
Annual Conference Meal Functions	Sponsor Costs	Commitment Level 100%/50%/25%*	Sponsor Commitment \$
Monday Continental Breakfast	\$20,000.00		
Monday Box Lunch	\$20,000.00		
Monday Afternoon Display Area Break	\$15,000.00		
Monday Early Evening Reception	\$48,000.00		
Tuesday Plated Breakfast with Speaker	\$20,000.00		
Tuesday Plated Luncheon with Speaker	\$40,000.00		
Tuesday Afternoon Display Area Break	\$15,000.00		
Tuesday Early Evening Reception	\$25,000.00		
Wednesday Plated Breakfast with Speaker	\$20,000.00		
Wednesday Plated Luncheon with Speaker	\$40,000.00		

All meal functions are available for full support or partial support. Priority given to full sponsorships.

A Sponsor may choose to fully support the meal at 100% of the Sponsor Commitment Costs or they can choose to partially support the meal at 50% or 25% of the Sponsor Commitment Costs.

If sponsors choose to partially support a meal, reception or break, NCSM will pair up those sponsors in order to fully support the meal and NCSM will choose the speaker (if needed for that function). NCSM will provide written guidelines for sharing the event.

In completing Form A, please indicate which function you wish to support and at what level. Costs are based on venue menu prices. Sponsors are of course welcome to increase their support for an event if they wish to provide additional items and/or services.

All meal sponsors will receive signage recognition.

Regional Seminars and Academies Sponsorship

Regional opportunities allow for sponsorship at a much smaller scale. For these events, we invite sponsors to fully support the entire event with your contribution. These events are also available for partial support. Please read the toolkit descriptions for benefits as a result of sponsoring these events.

NCSM Regional Fall 2017 Leadership Seminar Chicago, November 29, 2017

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

NCSM Regional Winter 2018 Leadership Seminar - Date and Location to be determined.

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$5,000.00	
Partial Leadership Seminar Conference Support	\$2,500.00	

NCSM Winter 2018 Leadership Academy - Date and Location to be determined.

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

NCSM Summer 2018 Leadership Academy - Date and Location To Be Determined

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

Form B – Advertising

Discount Opportunities

- 5%** Discount for companies placing ads in 2 formats totaling \$3,000 or more
- 10%** Discount for companies placing ads in 3 formats totaling \$5,000 or more
- 15%** Discount for companies placing ads in 3 formats totaling \$7,500 or more
- 20%** Discount for companies placing ads in 4 formats totaling \$10,000 or more

NCSM eNews Support (5 issues a year)					
For details, see the <i>Sponsor Opportunity Descriptions</i>					
Please write the cost of the ad in the appropriate cell					
Issue	October	January	March	June	August
\$1,000/issue (each issue includes only 1 advertise)					
eNews Subtotal					

NCSM Newsletter (4 issues a year)						
For details, see the <i>Newsletter Advertising Guidelines</i>						
Newsletter Ad Size and Number Of Ad Inserts	Black & White Cost Per Ad	2-Color* Cost Per Ad	'17 Winter Ad Due Sep 5	'18 Spring Ad Due Dec 5	'18 Summer Ad Due Mar 5	'18 Fall Ad Due Jul 5
Full-Page Please write the cost of the ad in the appropriate cell						
One Issue	\$3150	\$3225				
Two Issues	\$2975	\$3050				
Three Issues	\$2775	\$2850				
Four Issues	\$2550	\$2600				
One-Half Page						
One Issue	\$1800	\$1875				
Two Issues	\$1700	\$1750				
Three Issues	\$1575	\$1625				
Four Issues	\$1450	\$1500				
One-Third Page						
One Issue	\$1525	\$1575				
Two Issues	\$1425	\$1475				
Three Issues	\$1350	\$1400				
Four Issues	\$1275	\$1325				
One-Quarter Page						
One Issue	\$975	\$1025				
Two Issues	\$900	\$975				
Three Issues	\$850	\$900				
Four Issues	\$800	\$850				
One-Sixth Page						
One Issue	\$775	\$825				
Two Issues	\$725	\$775				
Three Issues	\$675	\$725				
Four Issues	\$650	\$700				

Sponsorship Forms

Form B – Advertising Continued

One-Eighth Page						
One Issue	\$600	\$675				
Two Issues	\$550	\$600				
Three Issues	\$500	\$550				
Four Issues	\$450	\$500				
<i>Newsletter Subtotal</i>						

NCSM Annual Conference Program Book Ads are due December 15 th			
For details, see the <i>Annual Program Book Advertising Guidelines</i>			
	Black & White	4-Color	Please write the cost of the ad in the appropriate cell
Cover Pages			
Full-Page Outside Back Cover (Chosen by Lottery of qualifying sponsors)	\$3000	\$3600	
Full-Page Inside Front Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Full-Page Inside Back Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Interior Pages			
Full-Page Ad	\$1450	\$1800	
One-Half Page Ad	\$800	\$975	
One-Quarter Page Ad	\$425	\$550	
Full Page Tab Page Ad	\$1600	\$2000	
<i>Annual Conference Program Book Subtotal</i>			

NCSM Conference App				
For details, contact the <i>Sponsor Opportunities Descriptions and Summary</i>				
Description	Cost Per Ad	Day 1	Day 2	Day 3
Please write the cost of the ad in the appropriate cell				
App Landing Page (Splash Page)	\$2,500			
Banner Ads (no more than 5/20 per company)	\$1,000			
Push Advertisements (notices appear on all users screens)	Day 1 - \$750 Day 2 - \$500 Day 3 - \$250			
<i>Annual Conference App Subtotal</i>				

Sponsorship Forms

NCSM Advertising Totals	
	Subtotals
eNews	
Newsletter	
Conference Program	
Conference App	
Advertising Total	
Discount	
Final Advertising Total	

Advertising Discount Rates

- 5% Discount for companies placing ads in 2 formats totaling \$3,000 or more
- 10% Discount for companies placing ads in 3 formats totaling \$5,000 or more
- 15% Discount for companies placing ads in 3 formats totaling \$7,500 or more
- 20% Discount for companies placing ads in 4 formats totaling \$10,000 or more

Form C – Exhibit Booth

Reserved Annual Conference Display *			
Available to NCSM Elite Sponsors only			
<i>Additional exhibit booths will be assigned according to Sponsor Level. See Elite Sponsor Display Space Guidelines for details.</i>			
Standard Pipe & Drape Booth	Elite Sponsors only; Platinum Sponsors receive one complimentary	\$1500	
Additional Pipe & Drape Booth	Elite Sponsors only; space permitting	\$1100	
Standard Pipe & Drape Booth if space available	Non-sponsors	\$2600	
Total			

Display Area Events			
Available to NCSM Elite Sponsors only			
<i>Elite sponsors who elect to host an event will be allowed to choose from the available time slots after August 30.</i>			
Book Signing in the display area	Elite Sponsors only	\$500	
Extended Product Demonstration in the display area	Elite Sponsors only	\$500	
Book Signing or Extended Product Demonstration	Non-sponsors	\$1000	
Total			

Note: the cost of the book signing includes the right to sell the books to be signed in the display area. NCSM is currently exploring the possibility of making floor sales possible in Washington, DC for all display area exhibitors. Sponsors are reminded that if floor sales are not allowed, you are **ONLY** allowed to take orders for products.

First choices on floor space and book signing/extended demonstration time slots will be given to Platinum sponsors based on date of commitment. These will be followed by other elite sponsors based on level and commitment date.

Exhibit space will count towards Elite Sponsor contribution.

Elite sponsors will be given choice of booth location once the floor blueprint is finalized. Platinum sponsors will have the first choice based on the dates their commitment forms are received. The remaining sponsors will follow the same process – Gold, Silver and the Bronze

Sponsors and exhibitors will have the opportunity to rent a lead retrieval from the Show Decorator to engage attendees and capture leads.