

2025

Annual Conference Sponsorship Prospectus



2025 Annual Conference Sponsorship Opportunities

Conference Sponsor \$50,000

A representative from your company will receive three (3) minutes of speaking time at the General Session to address conference attendees. Your logo and company name will be prominently displayed throughout conference spaces and on the official conference app. Two (2) text messages will be sent on your behalf to attendees with a custom message from you during the show. As a Conference Sponsor, you will receive four (4) invitations to the "Platinum Partner Reception" with NSA leadership.

General Session Sponsor \$26,250

A representative from your company will receive three (3) minutes to address the General Session. Your company name/logo/booth number will appear on screen at the beginning and end of the General Session, on digital displays around venue, and on all applicable marketing acknowledging you as the General Session sponsor. One (1) text message will be sent on your behalf to attendees with a custom message from you during the show.

Board of Directors Dinner \$26,250

You will receive invitations for up to four (4) people on your team to host the private dinner for the NSA Board of Directors, Executive Committee, and Past Presidents (location TBD by NSA). Your company will be recognized and given the opportunity to address the gathering for five (5) minutes.

Awards Luncheon Sponsor \$26,250

A representative from your company will receive three (3) minutes to address the Awards Luncheon where NSA annual awards are presented. Your company name/logo/booth number will appear on screen at the beginning and end of the luncheon, on digital displays around the venue, and on all applicable marketing acknowledging you as the Awards Luncheon sponsor. One (1) text message will be sent on your behalf to attendees with a custom message from you during the show.

Committee Day Luncheon \$14,000

Your company will receive three (3) invitations to a luncheon with NSA Committee members. You will also be given five to seven (5-7) minutes to address the attendees and introduce the keynote speaker (if applicable) on the initial Committee Day. Be seated with NSA leadership during lunch.

Conference Lanyards \$13,000

Put your company name on prominent display on the lanyards that are given to all attendees to hold their conference badge.

Hotel Key Cards \$12,000

Highlight your brand with this exclusive attention-grabbing sponsorship. Put your company name, logo, and booth number on the key every attendee receives upon checking in to any of the conference hotels.

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Conference Registration Bags \$11,500

Have your logo featured on these handy tote bags that are given to each attendee upon registering to carry materials during the conference. Another way to have your company name and logo walking the conference halls.

First Meeting of the NSA Executive Committee, Board of Directors, Past Presidents, and Executive Directors of the State Sheriffs' Associations \$13,000

You will receive three (3) minutes to address the Executive Committee, Board of Directors, Past Presidents, and Executive Directors of the State Sheriffs' Associations at their first meeting. You will also be able to distribute materials.

Second Meeting of the NSA Executive Committee, Board of Directors, and Past Presidents \$12,500

You will receive three (3) minutes to address the NSA Executive Committee, Board of Directors, and Past Presidents at their second meeting. You will be also able to distribute materials.

Committee of State Sheriffs' Associations Breakfast \$11,000

Address the State Sheriffs' Association Executive Directors at their annual meeting for three (3) minutes. These leaders have direct influence in their respective states. You will also be able to distribute materials.

First Time Attendee Breakfast \$11,000 exclusive or \$7,500/sponsor

This is your opportunity to interact with Board of Directors and those attending the conference for the first time. Your company will be highlighted as a sponsor and verbally recognized by leadership during the event. As the exclusive sponsor you will receive five (5) minutes of speaking time to address the attendees. You will also be able to distribute materials and receive the attendee list at the conclusion of the breakfast.

Conference App Sponsor \$7,500

Have your logo always highlighted on the homepage of the official Conference App. This is where the Passport, and other important information on the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Your company name and/or logo will be on all app marketing. No printed programs will be provided so all attendees will rely on the app throughout the conference!

2025 Annual Conference Sponsorship Opportunities

Welcome Reception Title Sponsor \$10,000

As the title sponsor of the Welcome Reception your branding will be on all event signage and marketing. This includes signage on each “pub” (full service bar) placed throughout the event. Your logo will also be on the “pub guide” showing the locations of the pubs given to attendees. You will receive verbal recognition at the General Session prior to the event including your logo on the screen during the recognition. A “pub” will be placed by your booth (as close as possible based on space) to ensure traffic to you! As the title sponsor you will have the opportunity to provide branded plastic cups to be used at all “pubs” if you would like (recommended quantity: 3,000).

Sheriff Step Challenge \$9,000

See who walks the most steps during the show! The person who has the highest number will win the grand prize. Have your company logo on all marketing for the official conference Step Challenge. Your company logo will be on the Step Challenge app, on signage, on digital promotions, and your company will receive verbal recognition at the Annual Banquet when the winners are announced.

Charging Station \$8,000

This popular destination includes signage and seating inside the NSA Hub. The NSA Hub is located inside the Exhibit Hall and hosts the Demo Den, NSA Talks, and NSA voting. This charging station encourages attendees to stop and charge their phones during the very busy conference days. You will be able to design the charging cubes with your ad.

Exhibit Hall Floor Guide \$8,000

Place your logo on 6 large floor stickers that will guide attendees through the Exhibit Hall floor. These large stickers will be placed in and around the Exhibit Hall providing attendees a map of the hall. Your booth will be starred to highlight your location in the Exhibit Hall.

Demo Den Title Sponsor and Demo Slot: \$8,500

Demo Slot: \$3,500/sponsor

The Demo Den is where exhibitors will provide demos of their products in the Exhibit Hall. As the title sponsor, your company logo will be on the signage on stage and featured on all applicable marketing for the Demo Den. The title sponsor will also receive one 18-minute Demo Slot to highlight your product or service. As a Demo Slot holder, you will receive one 18-minute demo slot only. All demos will be professionally recorded and posted on NSA’s social media throughout the year.

Water Bottle Dispenser \$7,000

This large, branded fixture will have you offering water bottles to thirsty attendees with your logo on it! There will be 2 water coolers located next to the fixture to encourage use on-site! This is a great way to have your logo walking the hall. This dispenser will be placed in the registration area. IMPORTANT NOTE: Water bottles are not included. These are to be provided by the sponsor. Suggested quantity is 1,500 and the venue will ensure the dispenser is refilled.

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Conference Notepad \$6,500

Have your logo on the official conference notepad! These notepads will be placed at registration for all attendees to take and use throughout the show. A great way to have your logo in the hands of your customers.

Sponsor a Sheriff \$6,500/sponsor

Looking for a way to give back that will directly impact a sheriff? With your sponsorship support, one Sheriff will have airfare, registration and housing costs covered for NSA's Annual Conference. Your company will be recognized during the General Session. (Sheriff must be a first-time attendee and approved by NSA).

Sponsored Committee Meeting \$6,500/sponsor

Showcase your commitment by sponsoring one of the scheduled NSA committee meetings. Sponsoring organizations will receive three (3) minutes at the beginning of the committee meeting to address the members. You will also have the opportunity to distribute materials to all committee attendees. (Subject to the approval of the Committee Chair.)

Committee Day Breakfast \$5,250

This breakfast is a grab and go breakfast for committee members before meetings begin on the initial Committee Day. Your logo will be prominently displayed on all signage and marketing. Ability to provide branded napkins, etc., if desired. You will also be able to distribute materials.

Prayer Breakfast \$6,500

Sponsor the annual Prayer Breakfast and receive three (3) minutes to address the attendees. Your company will be featured on all applicable marketing as well as verbally thanked at the event.

Hand Sanitizer Stations \$6,500 for 3 stations

Have your company featured on hand sanitizer stations that will be placed in various locations throughout the convention center. This is sure to be a high traffic area for attendees throughout the week. Your messaging will be on each station.

Conference Pen \$5,500

Have your logo on the official conference pen! These pens will be placed in each registration bag for all attendees to take and use throughout the event. A great way to have your logo in the hands of your customers.

Donut Breakfast in the Hall \$5,250/sponsor

This event is donuts and coffee in the Exhibit Hall with attendees and exhibitors. You will have opportunities to connect with attendees as well as be featured on applicable marketing highlighting you as the sponsor. Your logo will be on signage at the breakfast. Ability to provide branded napkins, etc., if desired. You may also give away items to attendees at the breakfast.

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Conference App Banner Ad \$3,000/sponsor

Have your ad displayed in front of users of the Conference App on a banner ad on the homepage of the App. This is where the Passport and other information on the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Link to a URL of your choice.

Video Ads \$3,000/sponsor (5 total)

Have your 30 second static ad dropped into the conference programming video that will be displayed throughout the conference (locations TBD). A perfect way to highlight your booth number, logo and/or product. This video will not have sound.

Precision Cup Outdoor “Expo Area” (5 max) \$1,500/sponsor

Have a product that you would like to demo outdoors? An outdoor expo area will be sectioned off at the annual Precision Cup. You will have a table and tent to allow attendees to test and/or view your product. This outdoor area allows for more space to allow hands-on interaction! Includes: tent, table, 2 chairs in “expo area”. (Open only to Exhibitors).

Passport Booth (Digital) \$1,200/sponsor

What better way to increase traffic to your booth? All attendees will receive a Passport on their Conference App. Attendees must visit and scan their code at each sponsor’s booth to be included in the drawing for the Passport prize (TBD).

Bag Insert \$1,100/sponsor

Place your promotional material and/or gift into each attendee’s registration bag. Provide a great gift that will have the attendee thanking you and thinking of you. (Sponsor responsible for providing material. All material is subject to NSA approval.)

Welcome Reception Pub \$1,000/sponsor

Have your logo displayed on 1 of the 6 “pubs” (full service bar) placed throughout the Exhibit Hall (along with the title sponsor logo). These high traffic areas ensure attendees see your message. Your booth number can also be included to drive traffic to you during the Welcome Reception. Your logo will also be listed on the “pub guide” given to all attendees as they enter the event to highlight the locations of each “pub”.

Text Message to Attendees \$750 for 1, \$1,400 for 2

Have your message sent to all attendees during the conference! Highlight your giveaway, direct traffic to your booth, promote your product, etc.! (140-character limit. Time/Date subject to NSA approval.

2025 Annual Conference Sponsorship Opportunities

Packages

Pen and Notepad Package (Exclusive) \$11,000 (\$12,000 value)

- Official Conference Pen
- Official Conference Notepad

Ultimate Package* \$6,700 (\$7,700 value)

- Passport Booth
- Conference App Banner Ad
- 2 Text to Attendees
- Welcome Reception Pub
- 1 Bag Insert

Signage Package* \$6,000 (\$6,825 value)

- 5 Floor Stickers (in exhibit hall)
- 3 High Top Table Clings (in exhibit hall)

Digital Package \$6,000 (\$6,750 value)

- Conference App Banner Ad
- Video Ad
- 1 Text to Attendees

Deluxe Message Package \$4,700 (\$5,500 value)

- Conference App Banner Ad
- 2 Text to Attendees
- 1 Bag Insert

Deluxe Traffic Package* \$3,000 (\$3,600 value)

- Passport
- 2 Text to Attendees
- Welcome Reception Pub Sponsor

Message Package \$2,200 (\$2,500 value)

- Bag Insert
- 2 Text to Attendees

Traffic Package* \$1,700 (\$1,950 value)

- Passport Booth
- 1 Text to Attendees

2025 Annual Conference Sponsorship Opportunities

Signage & Branding

Exhibit Hall Hanging Aisle Signage \$15,750 sole sponsor or \$8,500 for half

Put your company on prominent display by having your logo on the numbered aisle signs (16 aisles total) in the Exhibit Hall. You can sponsor half of the aisle signs or be the sole sponsor for all for maximum exposure. All signs are double sided (4ft x 4ft).

Exhibit Hall Floor Stickers \$5,250 for 5 stickers

Put your company name on prominent display by having your logo and booth number on a sticker placed throughout the Exhibit Hall (locations TBD). These stickers will help guide attendees to your booth. (2ft x 2ft)

Pillar Cling \$5,250

Have your company name, logo and booth number displayed on one (1) large pillar cling in the convention center (locations TBD). This is an eye-catching opportunity to gain exposure.

Convention Center Floor Stickers \$5,250 for 5 stickers

Have your company ad featured on various stickers throughout the convention center (locations TBD).

12ft Lighted Tower \$3,000

This tall eye-catching tower can be branded on all sides ensuring attendees see your message from every direction in the registration area. Use this opportunity to promote your brand or product, direct traffic to your booth, or promote a giveaway!

12ft Inflatable Column \$2,800 for 1, \$5,000 for 2, \$7,000 for 3

This inflatable column can be lit by multiple colors and highlight your logo and/or message to all attendees. With prominent placement in the registration area, it is sure to capture the attention of your customers. Another bonus is that you can keep it after the show!

High-Top Table Clings \$1,575 for 3 tables

Have your logo featured on the high-top tables placed in the main aisle of the Exhibit Hall. Attendees will rest and regroup while seeing your logo. (2 ft round)

2025 Annual Conference Sponsorship Opportunities

Precision Cup

The Precision Cup offers an outdoor experience featuring both a Drone Competition and Shooting Competition. In addition, there's an Expo Area where select vendors can display their products outside of the Exhibit Hall. The event is free for all attendees and exhibitors!

Precision Cup Title Sponsor \$7,000

As the title sponsor of the entire Precision Cup, you will have maximum exposure throughout both competitions with your own 10-minute demo (if desired), expansive branding, and a speaking opportunity!

- Table, 2 chairs, and tent for the duration of the event (approximately 3 hours).
- 10-minute demo of product/service during event.
- Demo to be announced to attendees.
- No other challenges or demos happening at same time.
- 2 minutes to speak before winner of both competitions are announced.
- 2 full conference registrations.
- Listing on all sponsor signage and marketing for event.
- Listing on conference website and Precision Cup landing page.
- Listing on app page with all Precision Cup details.

Outdoor "Expo Area" Sponsor \$1,500

An area will be sectioned off at the event for the "Expo Area." You will have a table and tent to allow attendees to test and/or view your product. This outdoor area allows for more space to allow hands-on interaction! (Must be an Exhibitor).

- Table, 2 chairs, and tent in the "expo area" to showcase your product/service.
- Ability for attendees to test your product.
- Listing on all sponsor signage.
- Listing on conference website and Precision Cup landing page.

Swag Bag Sponsor \$750 (exclusive)

SWAG bags will be given to the first 50 attendees to arrive to the Precision Cup. You will create and provide both the bags and the gifts inside!

- Bag of your choice (plastic, tote etc.).
- Ability to brand the bag with company logo.
- Minimum 3 different items in each bag (i.e., a t-shirt, stress ball, coupon, pen, etc.).
- Ability to include company information in the bag.

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Precision Cup: Drone Competition

Drone Competition: Title Sponsor \$5,000

As the title sponsor of the Drone Competition, you will have maximum exposure throughout the competition with your own 10-minute demo during the Drone Challenges, expansive branding, and a speaking opportunity!

- Table, 2 chairs, and tent for the duration of the event (approximately 3 hours).
- 10-minute demo of product during the Drone Competition.
- Demo to be announced to attendees.
- No other Drone Challenges or Drone Demos happening at same time.
- 2 minutes to speak before winner of Drone Competition is announced.
- 1 full conference registration.
- Listing on all sponsor signage and marketing for event.
- Listing on conference website and Precision Cup landing page.
- Listing on app page with all Precision Cup details.

Drone Competition: “Fly-It-Yourself” Sponsor \$4,000

An area will be sectioned off near the Drone Competition. This is an interactive demonstration to allow attendees to test fly your drone or the duration of the event.

- Area named after company on all marketing.
- Logo on area signage.
- Listing on all sponsor signage.
- Listing on conference website and Precision Cup landing page.

Drone Competition: Challenge Sponsor \$2,500 (3 max)

3 challenges will comprise the Drone Competition (Obstacle Course, NIST Bucket Challenge, and a Drop Challenge). All competition participants must complete all 3 challenges.

- Ability for 2 reps to be at challenge location with product.
- Logo on challenge sign.
- Announce winner of sponsored challenge (2 minutes).
- Listing on all sponsor signage.
- Listing on conference website and Precision Cup landing page.

Drone Competition: Prize Sponsor (IN KIND)

Submit a product and/or service to be presented as the grand prize to the Drone Competition winners!

- All prizes subject to NSA approval.
- Verbal acknowledgement when prize is presented.
- Be listed as a sponsor on all signage.
- Listing on conference website and Precision Cup landing page.

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Precision Cup: Shooting Competition

Shooting Competition: Title Sponsor \$5,000

As the title sponsor of the Shooting Competition, you will have maximum exposure throughout the competition with your own 10-minute demo after the shooting challenges, expansive branding, and a speaking opportunity!

- Table, 2 chairs, and tent for the duration of the event (approximately 3 hours).
- 10-minute demo of product after the Shooting Competition.
- Demo to be announced to attendees.
- No other Shooting Challenges or Shooting Demos happening at same time.
- 2 minutes to speak before winner of Shooting Competition is announced at the end of the event.
- 1 full conference registration.
- Listing on all sponsor signage and marketing for event.
- Listing on conference website and Precision Cup landing page.
- Listing on app page with all Precision Cup details.

Shooting Competition: Demo Sponsor \$2,500 (3 max)

As a Shooting Competition Demo Sponsor you will have a 5-minute demo at the end of the competition to showcase your product. You also will have a table outside of the range.

- Table, 2 chairs, and tent for the duration of the event (approximately 3 hours).
- 5-minute demo of product after the competition.
- Demo to be announced to attendees.
- No other Shooting Challenges or Shooting Demos happening at same time.
- Listing on all sponsor signage and marketing for event.
- Listing on conference website and Precision Cup landing page.
- Listing on app page with all Precision Cup details.

Shooting Competition: Prize Sponsor (In Kind)

Submit a product and/or service to be presented as the grand prize to the Shooting Competition winner!

- All prizes subject to NSA approval.
- Verbal acknowledgement when prize is presented.
- Be listed as a sponsor on all signage.
- Listing on conference website and Precision Cup landing

2025 Annual Conference Sponsorship Opportunities

Awards

Conference Awards Presented Onsite

Sponsor participates in the presentation of the award at the conference. Company name is on all marketing and/or announcements in relation to the award.

Ferris E. Lucas Award for Sheriff of The Year: \$15,750

This award recognizes a sheriff who has made outstanding contributions to law enforcement and the criminal justice profession, demonstrates exceptional service to their community, and has contributed to the betterment of the National Sheriffs' Association (NSA).

Charles "Bud" Meeks Award for Deputy Sheriff of The Year: \$10,500

These awards recognize deputy sheriffs who have made outstanding contributions to law enforcement and their agencies or who have demonstrated conspicuous bravery in the performance of their duties. There are two awards given in this category: one for VALOR and one for MERIT.

Triple Crown Award: \$10,500

Awarded to those Sheriff's Offices which achieve simultaneous accreditation from the Commission on the Accreditation of Law Enforcement Agencies, the American Correctional Association's Commission on Accreditation for Corrections and the National Commission on Correctional Healthcare.

Conference Awards Presented at Winner's Agency

A plaque is sent to the award winner's agency. Sponsor name is on all marketing and/or announcements in relation to the award.

Chaplain of the Year: \$5,250

This award recognizes a chaplain who has made outstanding contributions to law enforcement and his/her agency or who has demonstrated conspicuous excellence in the performance of his/her duties.

Law Enforcement Explorer Post Advisor Award: \$5,250

This award recognizes outstanding contributions by a Post Advisor to a Law Enforcement Explorer Post sponsored by a Sheriff's Office.

Corrections/Jail Innovation of The Year Award: \$5,250

This award recognizes a correctional professional in any position who has created an innovative process, program or procedure that has contributed to the improvement of the Corrections/Jail environment in security, safety, custody, or any other significant area of jail operations.

Court Security Agency/Professional of The Year Award: \$5,250

This award recognizes a Court Security professional in any position who has created an innovative process, program or procedure that has contributed to the improvement of the court environment in security, safety, custody, or any other significant area in court security operations.



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Awards

Reserve Deputy of The Year Award: \$5,250

This award recognizes a volunteer reserve or auxiliary deputy who has made significant contributions to law enforcement in his/her agency or to the law enforcement community.

Sheriff/Private Security Partnership Award: \$5,250

The award recognizes the partnership between a Sheriff's Office and a private sector partner.

About the Conference:

Sponsors

Your offerings hold immediate appeal to our membership and conference attendees. Sheriffs wield significant purchasing power within their counties, actively seeking the latest innovations in gear, technology, and training to strengthen their teams.

This presents an ideal opportunity for you to expand your reach, enhance brand visibility, and cultivate lasting connections at the event.

Networking

The 2025 NSA Annual Conference boasts unparalleled training sessions and exhibits, drawing sheriffs from across the nation to collaborate on addressing shared challenges. The event showcases cutting-edge programs and training in public safety techniques.

Seminars and Training

With approximately 100 seminars and workshops covering various facets of Sheriff's Office responsibilities, ranging from leadership and jail operations to IT and recruitment, attendees gain insights into crucial areas like officer wellness, traffic safety, victim services, and the future landscape of law enforcement.

Benefits of Sponsoring:

- Brand Visibility and Recognition
- Lead Generation
- Relationship Building
- Increase Sales
- Support of Sheriffs and the National Sheriffs' Association

All Sponsorships Include:

- Logo on Event Signage
- Recognition in the Conference App
- Recognition on Conference Website
- Name Listed in Sheriff & Deputy Magazine
- Deputy Level and Above Receive Complimentary Registrations
- Captain Level and Above Receive the Attendee List

Free Full Conference Registrations by Sponsorship Level:

TIER NAME	SPONSORSHIP LEVEL	FREE REGISTRATIONS
Deputy	\$4,000-\$6,999	1
Captain	\$7,000-\$9,999	2
Major	\$10,000-\$19,999	3
Chief Deputy	\$20,000-\$29,999	4
Sheriff	\$30,000+	6

Please note: The "sponsorship level" does not include exhibit booth spend or corporate partner spend. "Sponsorship level" includes only those items listed in this prospectus.



All sponsorships are subject to NSA approval.
Please note: these sponsorships do not include exhibit space or hotel accommodations.

For more information, please visit www.nsaconference.org/sponsor or contact Lindsay Hopkins at lhopkins@sheriffs.org