



2027 Annual Conference Sponsorship Prospectus

2027 Annual Conference Sponsorship Opportunities

Conference Sponsor \$50,000

Be the Official NSA Annual Conference Sponsor. A representative from your company will receive five (5) minutes of exclusive speaking time during the General Session to address the full conference audience, providing the highest level of visibility at the event. Your company name and logo will be prominently featured throughout conference spaces and in the official conference app, ensuring strong recognition across the show. Two (2) custom text messages will be sent to attendees on your behalf during the conference, delivering your message directly to participants. Your company will also receive a bag insert in each attendee registration bag and a banner advertisement on the conference app homepage for additional exposure. As the Conference Sponsor, you will also receive four (4) invitations to the Platinum Reception with NSA leadership, offering a valuable opportunity for high level networking.

General Session Sponsor \$26,250

A representative from your company will receive five (5) minutes to address the General Session, placing your brand in front of the conference's largest audience. Your company name and logo will be displayed on screen at the opening and closing of the General Session, featured on digital displays throughout the venue, and included in all applicable marketing recognizing you as the General Session Sponsor. One (1) custom text message will also be sent to attendees on your behalf during the show, delivering your message directly to participants.

Board of Directors Dinner \$26,250

You will receive up to four (4) invitations for your team to host an exclusive private dinner with the NSA Board of Directors, Executive Committee, and Past Presidents (location determined by NSA). Your company will be the only corporate sponsor in attendance, providing a truly unique opportunity for direct engagement with this distinguished leadership group. Each year, the dinner is held at a different fun and memorable location, creating an exceptional experience for your team and guests. Your company will be formally recognized as the dinner sponsor and given five (5) minutes to address the group, allowing for meaningful relationship building in an intimate setting.

Awards Luncheon Sponsor \$26,250

A representative from your company will receive five (5) minutes to address attendees during the Awards Luncheon, where NSA's annual honors are presented to leaders from across the country. Your company name and logo will be displayed on screen at the opening and closing of the luncheon, featured on digital displays throughout the venue, and included in all applicable marketing recognizing you as the Awards Luncheon Sponsor. One (1) custom text message will be sent to attendees on your behalf during the show, delivering your message directly to participants. Your team will also receive a reserved table at the front of the event (Qty: 10), providing prime seating and visibility during this prestigious program.

Committee Day Luncheon \$14,000

Your company will receive three (3) invitations to an exclusive luncheon with NSA Committee members, some of the most engaged and active attendees within the Association, held at the start of the conference. You will be given five (5) minutes to address the group and introduce the keynote speaker (if applicable) on the initial Committee Day, positioning your brand in front of highly involved decision makers. Your representatives will also be seated with NSA leadership during the luncheon, providing valuable opportunities for direct conversation and relationship building.

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Conference Lanyards \$15,000

Put your company logo on constant, high-visibility display by sponsoring the official conference lanyards given to every attendee to hold their badge. All participants are required to wear their badge at every event throughout the week, making this the most prominent and consistent branding opportunity available at the conference.

Hotel Key Cards \$14,000

Highlight your brand with this exclusive, attention-grabbing sponsorship. Your ad will appear on one side of the hotel key card provided to every attendee upon check-in at conference hotels (NSA branding on the other side), delivering repeated exposure each time guests access their rooms throughout the week.

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

Start the conference with direct access to the leaders who shape NSA policy and decisions. You will receive five (5) minutes to address the Executive Committee, Board of Directors, and Past Presidents at their first meeting of the conference. You will also have the opportunity to distribute materials directly to this distinguished leadership group.

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

Close out the conference with direct access to the leaders who shape NSA policy and decisions. You will receive five (5) minutes to address the Executive Committee, Board of Directors, Past Presidents, and Executive Directors of the State Sheriffs' Associations at their final meeting of the conference. You will also have the opportunity to distribute materials directly to this distinguished leadership group.

Conference Registration Bags \$12,000

Put your brand front and center with one of the most effective branding opportunities at the conference. Your logo will be featured on the official tote bags given to every attendee at registration to carry materials throughout the week. These bags are used and carried across sessions, events, and the exhibit hall, keeping your company name and logo visible in every corner of the conference.

Committee Day Breakfast \$11,500

Your company will receive three (3) invitations to the first event of the conference: breakfast with NSA Committee members and NSA leadership. You will be given five (5) minutes to address the attendees on the initial Committee Day. You may distribute materials to each table. Be seated with NSA leadership during lunch.

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

Address the State Sheriffs' Association Executive Directors at their meeting with a five (5) minute speaking opportunity. These leaders help shape priorities and initiatives for sheriffs in their states, making this a powerful chance to put your message in front of key influencers. You will also have the opportunity to distribute materials directly to attendees.

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First Time Attendee Breakfast \$11,000

This is a unique opportunity to connect with members of the Board of Directors and attendees who are experiencing the conference for the first time. You will receive five (5) minutes to address the room, giving you direct access to an engaged audience at the start of their conference experience. You may also distribute materials to attendees and will receive the attendee list following the breakfast.

Welcome Reception Title Sponsor \$10,000

As the Title Sponsor of the Welcome Reception, your brand will be prominently featured at one of the conference's largest networking events. Your logo will appear on all event signage and marketing, including signage at each "pub" (full service bar) throughout the reception and on the attendee "Pub Guide" showing pub locations. You will also receive verbal recognition during the General Session prior to the event, with your logo displayed on screen. A pub will be placed near your booth (as space allows) to help drive traffic. Sponsors may also provide branded plastic cups to be used at all pubs during the reception (recommended quantity: 3,000).

Past Presidents Auction and Reception \$10,000

As the title sponsor of the Past Presidents Auction and Reception your branding will be on all event signage and marketing. This high-profile auction supports the Sheriff Scholarship Fund, which provides financial assistance to sheriffs who might not otherwise have the opportunity to attend an NSA conference. You will receive 5 minutes to address attendees before the event begins. Receive reserved seating (Qty: 5) for you and your team at the front of the auction. If you wish, you may also contribute an optional item to the auction, further showcasing your commitment to this meaningful cause.

Sheriff Step Challenge \$9,500

See who can walk the most steps during the conference and take home the grand prize. As the sponsor of the official Step Challenge, your company logo will appear on all Step Challenge marketing, including the app, event signage, and digital promotions. Participants will see your brand each day as they track their progress. You can send short messages to participants in the app as they hit step milestones, giving you another way to promote your brand and encourage engagement. You will also receive verbal recognition at the Annual Banquet when the winners are announced.

Charging Station \$8,000

This popular destination inside the NSA Hub offers prime visibility throughout the conference. Located in the Exhibit Hall, the NSA Hub hosts coffee breaks, donuts, and NSA voting, drawing steady attendee traffic all day. Your sponsorship includes signage and soft seating within the space, along with branded charging cubes where attendees can stop to power up their phones during busy conference days. You will have the opportunity to design the charging cubes with your own custom ad.

Exhibit Hall Floor Guide \$8,000

Put your brand right under attendees' feet with six large floor stickers placed throughout the Exhibit Hall. These eye-catching stickers help guide attendees around the hall while displaying a map of the floor. Your logo will be prominently featured, and your booth will be starred on the map to highlight your location and help drive traffic directly to you.

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Conference App Sponsor \$7,500

Put your brand front and center on the official Conference App. Your ad will be featured on the app homepage that attendees rely on for the conference schedule, seminars, exhibitor listings, passport booths, events, receptions, and more. You will also receive your own dedicated tab on the homepage where you can showcase company information, testimonials, images, links, and other content that highlights your value to law enforcement. Your company name and logo will be included on all app marketing. With no printed programs provided, attendees will rely heavily on the app throughout the conference, giving your brand constant visibility!

Sponsor a Sheriff \$7,000/sponsor

Looking for a meaningful way to give back to the law enforcement community? Your sponsorship will directly support one sheriff by covering airfare, registration, and housing to attend NSA's Annual Conference. This opportunity helps bring a first-time sheriff to the event who may not otherwise be able to attend. Your company will be recognized during the General Session for making this possible. (Sheriff must be a first-time attendee and approved by NSA.)

Conference Notepad \$6,500

Put your brand in attendees' hands with your logo featured on the official conference notepad. These notepads will be included in attendee registration bags and used throughout the conference for notes during seminars, meetings, and events. It is a simple and effective way to keep your company visible throughout the show.

Sponsored Committee Meeting \$6,500/sponsor

Connect directly with sheriffs and other law enforcement by sponsoring one of NSA's committee meetings. This opportunity puts you in front of the members who are actively shaping policy and priorities in your areas of focus. You receive five (5) minutes at the start of the meeting to address attendees and may distribute materials to all participants. (Subject to approval by the Committee Chair.)

Prayer Breakfast \$6,500

Sponsor the Annual Prayer Breakfast and connect with attendees in a meaningful setting. Sponsors receive five (5) minutes to address the audience, along with recognition on all applicable marketing and a verbal thank you during the event. You will also have the opportunity to enjoy breakfast with attendees and distribute materials.

Conference Pen \$5,500

Put your brand in attendees' hands with your logo featured on the official conference pen. These pens will be included in every registration bag and used by attendees throughout the event for notes, meetings, and seminars. It is a simple and effective way to keep your company visible all conference long.

Committee Day Breakfast \$5,250

Sponsor this grab and go breakfast for committee members as they fuel up before meetings begin on the first Committee Day. Your logo will be prominently featured on all event signage and marketing. Sponsors may also provide branded items such as napkins and have the opportunity to distribute materials directly to attendees.

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

Start the day with attendees at this donuts and coffee gathering in the Exhibit Hall. This casual networking opportunity gives you time to connect with both attendees and exhibitors as they begin their day. Your company will be featured on applicable marketing and recognized as the event sponsor, with your logo displayed on signage at the breakfast. Sponsors may also provide branded items such as napkins and have the opportunity to distribute materials to attendees.

Conference App Banner Ad \$3,000/sponsor

Put your brand front and center with a banner ad on the homepage of the official Conference App. This is the hub attendees use to access the schedule, seminars, exhibitor listings, events, receptions, passport booths, and other key information throughout the conference. Your ad will be seen each time users open the app and can link directly to a URL of your choice.

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

Have your 30 second static ad featured in the conference programming video displayed on screens throughout the venue during the event (locations TBD). This is a great way to highlight your booth number, logo, or key product and keep your brand visible to attendees throughout the conference. Please note this video will run without sound.

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

Drive traffic straight to your booth with the Passport Program. All attendees will receive a digital Passport in the Conference App and must visit participating sponsor booths to scan their code for a chance to be entered into the grand prize drawing (TBD). It is a fun and interactive way to bring attendees directly to your booth and increase engagement during the show.

Bag Insert \$1,100/sponsor

Put your brand directly into attendees' hands by placing your promotional flyer or gift in every registration bag. This is a great opportunity to share something memorable that attendees will appreciate and take with them throughout the conference. (Sponsor responsible for providing materials. All items are subject to NSA approval.)

Welcome Reception Pub \$1,000/sponsor

Put your brand in one of the busiest spots of the Welcome Reception. Your sponsored pub (full-service bars) will be placed near your booth to help encourage attendees to stop by and connect with your team. Your logo and booth number will be displayed on signage at the pub. Your company will also be listed on the "Pub Guide" given to all attendees as they enter the event, highlighting the location of each pub.

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

Send your message directly to every conference attendee. Use this opportunity to promote a giveaway, drive traffic to your booth, highlight a product, or share an important announcement during the show. (140-character limit. Date and time subject to NSA approval.)

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Packages

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

- Official Conference Pen
- Official Conference Notepad

Ultimate Package* \$7,000 (\$8,000 value)

- Passport Booth
- Conference App Banner Ad
- 2 Texts 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 \$6,200 (\$6,900 value)

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

Deluxe Message Package \$5,000 (\$5,800 value)

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

Deluxe Traffic Package* \$3,000 (\$3,900 value)

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

Message Package \$2,500 (\$2,800 value)

- Bag Insert
- 2 Texts to Attendees

Traffic Package* \$1,850 (\$2,100 value)

- Passport Booth
- 1 Text to Attendees

**Must be an Exhibitor*

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Signage & Branding

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

Put your brand on prominent display throughout the Exhibit Hall with your logo featured on the numbered aisle signs. With 16 aisles in total, these large double-sided signs (4 ft x 4 ft) are highly visible and help attendees navigate the floor. Sponsors can choose to support half of the aisle signs or be the sole sponsor for maximum exposure across the entire hall.

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

Put your brand on display across the Exhibit Hall with large floor stickers featuring your logo and booth number. These eye-catching 2 ft x 2 ft stickers will be placed throughout the hall (locations TBD) to help guide attendees directly to your booth and keep your company visible as they move through the show.

Pillar Cling \$5,250

Showcase your brand with a large pillar cling featuring your ad prominently displayed in the convention center (location TBD). These highly visible displays catch attendees' attention and provide a strong opportunity to increase brand exposure and drive traffic to your booth.

High-Top Table Clings \$1,600 for 3 tables

Feature your logo on high top tables placed along the main aisle of the Exhibit Hall. As attendees stop to rest, meet, and regroup, your brand will remain front and center in one of the busiest areas of the show (2 ft round).

2027 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: \$20,000

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 NSA.

Charles “Bud” Meeks Award for Deputy Sheriff of The Year: \$15,000

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.

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Awards (cont)

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.

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.

All sponsorships are subject to NSA approval.

Prices and sponsorships are subject to change.

Please note: these sponsorships do not include exhibit space or hotel accommodations.

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

About the Conference:

Sponsors

Your products and services are exactly what our members are looking for. Sheriffs have significant purchasing authority within their counties and are actively seeking proven solutions, new technologies, equipment, and training to strengthen their agencies and better serve their communities.

This is a powerful opportunity to put your brand in front of key decision makers, expand your reach nationwide, and build meaningful relationships that extend well beyond the conference.

Networking

The 2027 NSA Annual Conference brings together sheriffs from across the country for unmatched networking, collaboration, and problem solving. Attendees come ready to engage with companies that can help them address real world public safety challenges, making this one of the most productive environments for connection and business development in law enforcement.

Seminars and Training

With approximately 80 seminars, workshops, and training sessions covering every aspect of Sheriff's Office operations, attendees gain practical insights they can immediately apply. Topics span leadership, jail operations, recruitment, IT, officer wellness, traffic safety, victim services, and the evolving future of law enforcement.

Benefits of Sponsoring:

- High impact brand visibility among national law enforcement leaders
- Direct access to decision makers and influencers
- Quality lead generation
- Relationship building that drives long term business
- Demonstrated support of sheriffs and the National Sheriffs' Association

All Sponsorships Include:

- Logo on Event Signage
- Logo on the Conference App
- Logo on Conference Website
- Company Listed in *Sheriff & Deputy* Magazine
- Deputy Level and Above Receive Complimentary Registrations
- Captain Level and Above Receive the Pre and Post Conference 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.



For more information about sponsorships, please contact: Lindsay Hopkins
Director of Sponsorships and Partnerships: lhopkins@sheriffs.org
www.nsaconference.org