



NASSM[®]
MINNEAPOLIS 2024



MINNEAPOLIS 2024

SPONSORSHIP GUIDE



MAY 29-JUNE 1, 2024

SPORT MANAGEMENT AUDIENCE

The annual NASSM conference is home to **over 800 sport management educators, students, practitioners and corporate representatives**. The 38th annual NASSM Conference will welcome these members and more from around the world. The Annual Conference attendance has grown steadily and in 2019 reached a record of 648 attendees for an in-person conference. During 2023 the conference accepted 406 of 554 abstracts with an acceptance rate of 73%. Additionally, a total of 399 abstracts were presented: 272 20-min presentations, 82 posters, 7 Lightning presentations, 15 workshops (excluding the 2 pre-conference workshops), and 23 Teaching and Learning Fair presentations.

Engage with Academic Professionals

As the premier sport management association, NASSM attracts a wide array of academic members who range from new faculty to experienced experts within their community, University and sport management field. One of the highlights of the NASSM Annual Conference is the research papers opportunity to present original research to the audience of members. Submitted papers are in the form of abstracts, including empirical, methodological, conceptual, and teaching-related types. Additionally, the conference facilitates connection opportunities between academics, industry professionals and students.

Connect with Students

Student members of NASSM attending the Annual Conference in Minnesota will travel from throughout the world with the majority from the United States and Canada. Attendees with student membership are seeking networking opportunities, professional development and to learn from sport management practitioners. These emerging professionals are committed to furthering their academic and business relationships and eager to establish their graduate and postdoctoral connections.

With over 800 attendees, the NASSM student attendance is generally 30% or 200 students from various sport management disciplines within universities from across the globe. NASSM is committed to providing student resources including a faculty-student mentor program, student engagement initiatives, representation on the NASSM Governing Board.

During the NASSM Conference students participate in meeting with exhibitors, attending workshops, networking at the Student Social Event and the Student Luncheon. They also flock to the Diversity Breakfast..

Cultivate new Customers in Sport Management

NASSM conference attendees want to meet you, learn more about your company or institution and build international connections. They are focused on the theoretical and applied aspects of management theory and practice specifically related to sport, exercise, dance, and play, as

these fields are pursued by all sectors of the population. The Society endeavors to support and cooperate with local, regional, national, and international organizations that have similar purposes and organizes and administers conferences to promote its purposes.

MAJOR SPONSORSHIP OPPORTUNITIES

Title Sponsor \$25,000 (exclusive)

- Recognition Co-sponsor of the NASSM Conference. Logo placed in conjunction with NASSM logo in all conference related materials.
- First opportunity to speak at three (3) major events.
- Logo on conference lanyard.
- Logo on NASSM website as official Title Sponsor.
- Major signage at event.
- One (1) page advertisement in the conference program.
- Employees engaged in event through meaningful interactions that fit with conference goals and your company's mission.
- Company information (brochures, flyers, etc.) available at registration for attendees.
- Double exhibit booth or similar custom space as needed.
- Pre-conference recognition including title sponsorship recognition, message from sponsor or video in pre-conference advertising.
- Additional creative opportunities available.

Platinum Sponsorship \$15,000 (2 available)

- Recognition as Platinum Sponsor of the NASSM Conference. Logo placed in conjunction with the 2nd highest level of sponsorship.
- Opportunity to speak at two (2) major events:
 - Founders Dinner
 - President's lunch
 - President's keynote
- Logo on NASSM website.
- Significant signage at event.
- Company information (brochures, flyers, etc.) available at registration for attendees.
- Exhibit booth or similar custom space as needed.
- Pre-conference recognition including Platinum sponsorship recognition
- Additional creative opportunities available.

Gold Sponsor \$10,000 (3 available)

- Recognition as Gold Sponsor of the NASSM Conference. Logo placed in conjunction with the 3rd highest level of sponsorship.
- Opportunity to speak at one (1) major event.
- Logo on NASSM website as official Gold Sponsor
- Signage at event.

- Company information (brochures, flyers, etc.) available at registration for attendees.
- One standard (1) Exhibit booth.
- Pre-conference recognition as official Gold level sponsor
- Additional creative opportunities available.

Silver Sponsor \$7500 - \$9999 (5 available)

- Recognition as Silver Sponsor of the NASSM Conference. Logo placed in conjunction with the silver level of sponsorship.
- Logo on NASSM website as official Silver Sponsor
- Signage at event.
- Company information (brochures, flyers, etc.) available at registration for attendees.
- One standard (1) Exhibit booth.
- Pre-conference recognition as official Silver level sponsor

PREMIER SPONSORSHIP EVENTS

Founders' Night Celebration Official Sponsor | \$5250

Recognition as the official sponsor of the Founders' Night Awards Celebration & Dinner in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk, recognition on screens prior to the event, one complimentary professional registration. (estimated attendance: 450+)

President's Luncheon Official Sponsor | \$5250

Recognition as the official sponsor of the President's Luncheon in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk, one complimentary professional registration. (estimated attendance: 500+)

Official Sponsor of the Keynote Lecture | \$5250

Recognition as the official sponsor of the Keynote Lecture in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk, recognition on screens prior to the keynote lecture, one complimentary professional registration. (estimated attendance: 300+), booklet can be distributed at the event.

Official Sponsor of the Welcome Breakfast \$5250

Recognition as the official sponsor of the Diversity Breakfast in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk. (estimated attendance: 60-100)

Official Sponsor of the Teaching & Learning Fair \$5250

Recognition as the official sponsor of Teaching & Learning Fair in all promotional material, a table located near the Teaching & Learning fair entrance (expected to be held Thursday, Friday and Saturday), signage at the event, logo on NASSM 2024 website, literary drop at conference registration desk, and one complimentary professional registration. (estimated attendance: 500+)

Official Sponsor of the Conference App \$8500

Recognition as the official sponsor of the Conference App in all promotional material, logo and recognition within app, logo on NASSM 2022 website, literary drop at conference registration desk, acknowledgement via Twitter and Facebook prior to conference.

MARKETING SPONSORSHIP EVENTS

Official Sponsor of the Conference Lanyard/USB \$5250

Logo and recognition on lanyards/USBs (600+), logo on NASSM 2024 website, and acknowledgement via Twitter and Facebook prior to conference.

Official Sponsor of the Conference Gift \$7500

Recognition as the official sponsor of the Conference Gift in all promotional material, logo on NASSM 2024 website, literary drop at conference registration desk. The conference gift will be co-branded with your organization or company and NASSM and given to all attendees.

Morning Coffee or Afternoon Refreshment Breaks Sponsor \$3000

Recognition as the official sponsor of all Morning Coffee or Afternoon Refreshment Breaks (Thursday, Friday, and Saturday) in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at conference registration desk. (2 Available: Morning or Afternoon)

EVENT SPONSORSHIP

Official Sponsor of the Student Social \$3500

Recognition as the official sponsor of the Student Social in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk, 5-minutes to welcome students and talk about your organization or company. (estimated attendance: 100+)

- **Gold Sponsor of Student Social - Appetizers \$500**
Join the NASSM student members at the annual conference and support the appetizers for students.

Student Luncheon Official Sponsor | \$2500

Recognition as the official sponsor of the Student Luncheon in all promotional material, signage at the event, logo on NASSM 2024 website, literary drop at registration desk, 5-minutes to talk to students about your organization or company. (estimated attendance: 100+)

Opening Reception Official Sponsor | \$5000

Join NASSM conference attendees for a welcome reception including drinks and an open bar.

Pre-Conf Workshop Official Sponsor | \$2500

Pre-conf details go here.

Breakout Rooms Official Sponsor | \$4000

Official Sponsor of a Breakout Room (8 available) \$4000 Logo and recognition of one of eight break rooms (i.e., room will be labeled as your organization throughout the conference), logo on NASSM 2024 website, literary drop on a table in the breakout room, recognition on the breakout room screen prior to all breakout sessions held in the room.

ADVERTISING OPPORTUNITIES

Conference Exhibitors

Join over 800 conference attendees and exhibit at the NASSM Annual Conference in Minnesota. If your company wants to connect with sport management professionals and students, this is the place for you!

Exhibitor Information:

Day/Date	Times	Activity
Wednesday, May 29, 2024	12:00 pm - 5:00 pm	Exhibitor Setup
Thursday, May 30, 2024	8:00 am - 4:30 pm	Exhibit Booths Open
Friday, May 31, 2024	8:00 am - 4:30 pm	Exhibit Booths Open
Saturday, June 1 2024	8:00 am - 12:00 pm	Exhibit Booths Open
	12:00 pm - 4:30 pm	Exhibitor Move-out

Included items for Exhibitors: One (1) 6'x3' table and two (2) chairs.

Exhibitor spaces are assigned based on priority level and then on a first purchased, first assigned basis. *Securing an exhibitor spot early will be given priority within levels when exhibitor space is assigned.*

- **Premier Exhibitor \$2500**
 - Exhibitor table, digital program ad, 2 full registrations, top location priority (includes breakout sessions, 2 meals, breaks, events).
- **Silver Exhibitor \$2000**
 - Exhibitor table, digital program ad, 1 full registration, location priority (after Gold) (includes breakout sessions, 2 meals, breaks, events).
- **Bronze Exhibitor \$1500**
 - Exhibitor table, 1-2 exhibitor registrations (does not include breakout sessions, meals, breaks, events).

SOCIAL MEDIA, SIGNAGE & WEBSITE OPPORTUNITIES

- **Signage \$1500:** Sponsor advertising will be displayed at the conference registration area. Each advertiser will receive one 24"x36" mounted ad. Limited number available.

Advertising - Conference Program

Please note that the conference program is only available in digital format for download.

- Full PageAd (8.5"x11") \$1000
- 1/2 PageAd (8.5"x5.5"landscape) \$500 all members and attendees.

Customized electronic media package \$2500

Clickable logo on 2024 NASSM site, 1 Pushed Ad within Conference App, 8.5 x 11 Conference Program Ad. Limited number available.