2020 Organizational Sponsorship Guide

"United, we can prevent the tragedy of drowning."
REASONS TO SPONSOR

Elevate your brand to an audience of safety product manufactures; swim instructors; national organizations dedicated to aquatics, water safety, and drowning prevention; first responders; lifeguards; public health and medical professionals; national leadership; international delegates; parents; community stakeholders; and other interested persons.

Expand your network in an environment conducive to networking!

Collaborate and support emerging advancements in technology, education programming, and water safety strategies.

Showcase and increase your organization's visibility as an innovative leader in drowning prevention and water safety.

Deliver your message to organizational members and conference attendees.
**TITLE SPONSOR**
(1 AVAILABLE)
$50,000

**BENEFITS:**

- Conference Naming Rights
- 28 Comp Registrations to the 2020 National Water Safety Conference
- Business Category Exclusivity (No other business in your category can go above Platinum Sponsorship)
- 12 Tickets to all Special Events and Trainings
- 12 Tickets to Lunch with Legends
- Title Sponsor Press Release
- 12 Dedicated Social Media Posts over 12 Months
- 12 Appearances in NDPA Weekly E-Mails
- Full directory of Conference Attendees
- Mention in Media Interview (if opportunity exists)
- First Right of Refusal for 2021
- Appearance on All Conference Media
- Listed in Conference Brochure & On-Site Program as Title Sponsor
- Top Level Placement on NDPA.org & WaterSafetyConference.org
- Opportunity to Address General Session at the 2020 National Water Safety Conference.
- Opportunity to Introduce Speakers at National Water Safety Conference
- Exhibit Table(s) at the 2020 National Water Safety Conference in Prime Location
- Sponsorship Rights to 10 Bi-Monthly Webinars
- Opportunity to Negotiate Additional Sponsorship Naming Rights on Additional NDPA Media/Products
- Opportunity to discuss other benefits with NDPA
PRESENTING SPONSOR
(1 AVAILABLE)
$25,000

BENEFITS:

- Presenting Sponsor for the 2020 National Water Safety Conference
- 14 Comp Registrations to the 2020 National Water Safety Conference
- Business Category Exclusivity (No other business in your category can go above Platinum Sponsorship)
- 8 Tickets to all Special Events and Trainings
- 8 Tickets to Lunch with Legends
- Presenting Sponsor Press Release
- 6 Dedicated Social Media Posts over 12 Months
- Full directory of Conference Attendees
- 6 Appearances in NDPA Weekly E-Mails
- Mention in Media Interview (if opportunity exists)
- First Right of Refusal for 2021
- Prominent Recognition and Printed Signage at the 2020 National Water Safety Conference
- Appearance on All Conference Media
- Listed in Conference Brochure & On-Site Program as Presenting Sponsor
- Top Level Placement on NDPA.org & WaterSafetyConference.org
- Opportunity to Address General Session at the 2020 National Water Safety Conference
- Opportunity to Introduce Speakers at 2020 National Water Safety Conference
- Complementary Exhibit Table(s) at the 2020 National Water Safety Conference in Prime Location
- Sponsorship Rights to 5 Bi-Monthly Webinars
- Opportunity to Negotiate Additional Sponsorship Naming Rights on Additional NDPA Media/Products
- Opportunity to discuss other benefits with NDPA
PREMIER SPONSOR
(8 AVAILABLE)
$15,000

BENEFITS:

- Naming Rights on Specified Conference Event
- 10 Comp Registrations to the 2019 Educational Conference
- 4 Tickets to all Special Events and Trainings
- 4 Tickets to Lunch with Legends
- 4 Dedicated Social Media Posts over 12 Months
- 4 Appearances in NDPA Weekly E-Mails
- Full directory of Conference Attendees
- Mention in Media Interview (if opportunity exists)
- Prominent Recognition and Printed Signage at the 2020 National Water Safety Conference
- Appearance on All Conference Media
- Listed in Conference Brochure & On-Site Program as Premier Sponsor
- Top Level Placement on NDPA.org & WaterSafetyConference.org
- Opportunity to Address General Session at the 2020 National Water Safety Conference
- Opportunity to Introduce Speakers at the 2020 National Water Safety Conference
- Complementary Exhibit Table(s) at Conference in Prime Location
- Sponsorship Rights to 2 Bi-Monthly Webinars
- Opportunity to Negotiate Additional Sponsorship Naming Rights on Additional NDPA Media/Products
- Opportunity to discuss other benefits with NDPA
PLATINUM SPONSOR
(10 AVAILABLE)
$10,000

BENEFITS:

- 8 Comp Registrations to the 2020 National Water Safety Conference
- 2 Tickets to all Special Events and Trainings
- 2 Tickets to Lunch with Legends
- 3 Dedicated Social Media Posts over 12 Months
- 2 Apperances in NDPA Weekly E-Mails
- Full directory of Conference Attendees
- Mention in Media Interview (if opportunity exists)
- Prominent Recognition and Printed Signage at the 2020 National Water Safety Conference
- Appearance on All Conference Media
- Listed in Conference Brochure & On-Site Program as Platinum Sponsor
- Logo Placement on NDPA.org & WaterSafetyConference.org
- Opportunity to Address General Session at the 2020 National Water Safety Conference
- Opportunity to Introduce Speakers at the 2020 National Water Safety Conference
- Complementary Exhibit Table at Conference
- Opportunity to discuss other benefits with NDPA
GOLD SPONSOR
$5,000

BENEFITS:

- 4 Comp Registrations to the 2020 National Water Safety Conference
- 1 Tickets to all Special Events and Trainings
- 1 Tickets to Lunch with Legends
- 2 Dedicated Social Media Posts over 12 Months
- 1 Appearance in NDPA Weekly E-Mails
- Mention in Media Interview (if opportunity exists)
- Full directory of Conference Attendees
- Recognition and Printed Signage at the 2020 National Water Safety Conference
- Appearance on Conference Media
- Listed in Conference Brochure & On-Site Program as Gold Sponsor
- Logo Placement on NDPA.org & WaterSafetyConference.org
- Opportunity to Introduce Speakers at the 2020 National Water Safety Conference
- Complementary Exhibit Table at Conference in Prime Location
- Gold Level Ribbon on Name-badge at Conference
BRONZE SPONSOR
$2,500

BENEFITS:
• 3 Comp Registrations to the 2020 National Water Safety Conference
• 1 Dedicated Social Media Posts over 12 Months OR 1 Weekly E-Mail Appearance
• Full directory of Conference Attendees
• Recognition and Printed Signage at the 2020 National Water Safety Conference
• Appearance on Conference Media
• Listed in Conference Brochure & On-Site Program as Bronze Sponsor
• Logo Placement on NDPA.org & WaterSafetyConference.org
• Complementary Exhibit Table at Conference

SUPPORTER LEVEL
$1,000

BENEFITS:
• 2 Comp Registrations to the 2020 National Water Safety Conference
• Recognition and Printed Signage at the 2020 National Water Safety Conference
• Appearance on Conference Media
• Listed in Conference Brochure & On-Site Program as Supporter of the NDPA Sponsor
• Logo Placement on NDPA.org & WaterSafetyConference.org
• Complementary Exhibit Table at Conference

EXHIBITOR ONLY PACKAGE $725

• Includes 1 Comp Registration and Exhibit Table
• Listed in Conference Media and on Website
• Additional Registrations can be purchased at discounted rate.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **Reception Sponsorship:** Sponsor a reception or networking event at the National Water Safety Conference. **Cost:** $6,000
- **Meal Sponsorship:** Sponsor a breakfast, lunch, or dinner at the National Water Safety Conference. **Cost:** $7,000 - $12,000
- **Refreshment Break Sponsorship:** Sponsor a refreshment and snack break at the National Water Safety Conference. **Cost:** $3,000
- **Speaker Sponsorship:** Sponsor a Keynote or General Session Speaker at the National Water Safety Conference. Opportunity to introduce speaker from the podium.
  - **Keynote Cost:** $2,500
  - **General Session Cost:** $1,500
- **Name-Badge Sponsor:** Sponsor the Name-Badges for the National Water Safety Conference. Includes logo placement on all Name-Badges distributed at the conference. **Cost:** $2,500
- **Live-Stream Sponsor:** Provides support for the live-streaming of sessions from the 2020 National Water Safety Conference. **Cost:** $2,500.
- **Webinar Sponsor:** Provides direct support for the New NDPA Webinar Series. **Cost:** $500 per Webinar

Sponsors will receive the applicable benefits for the sponsorship level corresponding with the dollars contributed. The NDPA reserves the right to negotiate specific sponsor benefits with each individual sponsors. Contact the NDPA for more information.
KEY SPONSOR INFORMATION

**Exhibit Area** will be located near the general session. Over 8 hours of exhibit hall events are planned for the 2020 National Water Safety Conference including the welcome reception, 2 happy hours and 2 coffee with exhibitors, and 1 lunch with exhibitors.

**Exhibitors with Drowning Prevention Technology** are invited to participate in technology showcase session. Contact NDPA for more information.

**Limited Availability:** Please be aware that exhibit space is limited at the 2020 National Water Safety Conference. Please note that higher sponsorship tiers are given priority when assigning table space and placement.

**Sponsor Registration** is handled by the NDPA Headquarters. Sponsors should email ADMIN@NDPA.ORG to register for 2020 Sponsorship Packages. Please note that payment is due no more than 90 days after registration.
ABOUT THE NDPA

WEB PRESENCE:
WWW.NDPA.ORG
WWW.DROWNALLIANCE.ORG
WWW.NDPACONFERENCE.ORG
WWW.WATERSAFETYCONFERENCE.ORG

NATIONAL CONFERENCE INFORMATION:
2009 - MIAMI, FL
2010 - PITTSBURGH, PA
2011 - COLORADO SPRINGS, CO
2012 - SAN DIEGO, CA
2013 - FORT LAUDERDALE, FL
2014 - ORLANDO, FL
2015 - DALLAS, TX
2016 - PHOENIX, AZ
2017 - PITTSBURGH, PA
2018 - TAMPA, FL
2019 - NEW ORLEANS, LA
2020 - FORT WORTH, TX
2021 - SAN DIEGO, CA

PHYSICAL ADDRESS
HEADQUARTERED ON THE MAIN CAMPUS OF INDIANA UNIVERSITY OF PENNSYLVANIA

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INDIANA, PA. 15705

INCORPORATED AS A CALIFORNIA NON-PROFIT FOR PUBLIC BENEFIT ORGANIZATION - EIN: 20-1827387

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