



# Education & Events **Sponsorship Guide**



## The Alliance

**500+**  
Individual Members

Partnered With Over  
**70 Organizations**

## Communications

**14,000+**  
Email Subscribers

**21,000+**  
Facebook Followers

**4,200+**  
Twitter Followers

**3,300+**  
Instagram Followers

**1,500+**  
LinkedIn Followers

# About The National Drowning Prevention Alliance



**The National Drowning Prevention Alliance (NDPA)** was officially incorporated as a 501(c)3, nonprofit organization for public benefit in California in 2005. Today, the NDPA's core mission is: "United, We Can Prevent The Tragedy of Drowning". Through our vast network we are able to provide education and resources to prevent drowning and aquatic injury by making water safer to enjoy.

### **The Alliance is comprised of 4 pillars:**

1. Corporate Partners
2. Educational Partners
3. Families United to Prevent Drowning
4. Task Forces & Coalitions

The NDPA is led by a volunteer board of directors and is also supported by an advisory council. The NDPA's leadership board and advisory council's composition is reflective of our 4 pillars. Each board member and advisor is an expert in a particular area related to organizational governance, drowning prevention, and/or water safety.

In addition to the NDPA Board of Directors, the organization is also led by an Executive Director. The NDPA is also supported by a team of dedicated volunteers, contractors, and staff members who manage the NDPA's day-to-day activities.

# How Your Support Makes An Impact

**Conferences/Symposiums:** Each year the NDPA hosts the largest event in drowning prevention, the National Water Safety Conference. This event brings together professionals, advocates, educators, public officials, and the private sector to learn, share, and collaborate on water safety efforts. In 2021, the NDPA launched a second annual event called the Drowning Prevention Symposium as a autumn event that will enhance collaboration and address major topics in water safety. Starting in 2022 the NDPA launched and hosted the industry's first annual research summit solely dedicated to water safety and drowning prevention for children and adolescents.

**Virtual Events/Education:** The NDPA hosts a webinar series that brings expert advice, the latest research, and important information to our audience all year long. More recently, the NDPA launched the Water Safety Podcast this summer to highlight our members and partner's water safety stories. The NDPA was also able to move the 2020 and 2021 National Water Safety Conferences to a virtual format to continue our water safety mission. All of our in-person events post COVID will include a virtual/hybrid option.

**Website/Resource Center:** The NDPA hosts two unique websites. NDPA.org is home of the NDPA and our most important tool. The NDPA Resource Center was launched in 2020 and is the only all-inclusive water safety resource tool. The Resource Center host multiple resources for consumers and professionals, including a drowning data and literature hub. The NDPA also hosts WaterSafetyConference.com that hosts the virtual education from our national conference.

**Industry Collaboration:** The NDPA supports a number of industry activities and offers its expertise. The NDPA is a proud member and supporter of Water Safety USA and the Aquatic Coalition. The NDPA is also a supporter and sponsor of the forthcoming US National Water Safety Action Plan. Many of our board members, advisors, and members are working to develop the plan. The NDPA Executive Director along with multiple NDPA Advisory Council members are part of the steering committee leading the action plan's development.

**Outreach/Social Marketing:** The NDPA also is highly engaged in outreach to expand our network and deliver accurate and timely water safety information. The NDPA is very active on Facebook, Twitter, Instagram, YouTube and LinkedIn with a large following on each platform. Additionally, the NDPA sends a weekly newsletter out to over 8,000 committed water safety advocates and professionals. The NDPA also provides consultation and expertise on legislative and advocacy activities.

**NDPA Internship & Scholarship Program:** The NDPA hosts a college internship program that allows college students to gain hands on experience with injury prevention and water safety. Additionally, the NDPA offers a scholarship program for students and professionals to offset the cost of attending the annual National Water Safety Conference.

**Codes/Standards Adoption:** The NDPA also partners with the International Code Council and PHTA to advocate for the adoption of the International Swimming Pool and Spa Code across the United States. That's only a small snapshot of the activities of the NDPA. There's so much more, and there's even more we want to accomplish.

# Reasons To Sponsor

Drowning is the single leading cause of death in children age 1-4. Additionally, drowning bears several hard-hitting facts that are essential to know:

- The U.S. experiences an average of 11 fatal drownings per day and an average of 22 non-fatal drownings per day.\*
- Drowning incidents cost the U.S. Economy 53+ billion dollars every year.\*
- For every 1 child that fatally drowns, another 7 are seen in an emergency department for a non-fatal drowning – 40% of these children require further care.\*

\*Centers for Disease Control and Prevention, 2022

Drowning is a serious public health problem for all age groups. As a result, the NDPA is working to educate the public about these staggering statistics and develop simple, effective tools and resources to prevent drowning.

With our collaborations with major organizations like the AAP, CDC, and the American Red Cross, we are providing resources to the public and water safety professionals by hosting multiple virtual events, conducting research summits, and hosting one of the largest conferences dedicated solely to water safety.

To do this work, we need support from people like you!

Through your generous support, NDPA is able to expand our public outreach and industry education to prevent drowning tragedies.

There are a number of ways you can partner with the NDPA:

- Philanthropic Partnership Opportunities
- Education Sponsorships
- Event Sponsorships

We are 501(c)3 Non-Profit that has achieved the Platinum Seal of Transparency from Guidestar. With continued support we can change the numbers one life at a time.





# Sponsorship Packages

## VOLUNTEER SPONSOR

**INCLUDES:**  
 Jackets Co-Branded  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## CONFERENCE TECHNOLOGY SPONSOR

**INCLUDES:**  
 Banners in the Room  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## VIRTUAL CONFERENCE SPONSOR

**INCLUDES:**  
 Visible Banner Placement on  
 Conference Website  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## ON-SITE INTERNET SPONSOR

**INCLUDES:**  
 Signage for Free Internet  
 Access  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## CONFERENCE SWAG SPONSOR

**INCLUDES:**  
 T-Shirt, Tote, or Some Piece of  
 Conference Swag  
 Featured in Sponsorship Slide  
 Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## NAME BADGE SPONSOR

**INCLUDES:**  
 Co-Branding on NDPA Name  
 Badges  
 Featured in Sponsorship Slide  
 Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$10,000**

## SPEAKER GIFT SPONSOR

**INCLUDES:**  
 Co-Branding on Speaker Gifts  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$5,000**

## KEYNOTE SPONSOR

**INCLUDES:**  
 Mention at Prior to Keynote  
 Session  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$5,000**

## BREAKOUT SESSION SPONSOR

**INCLUDES:**  
 Mention at Prior to Keynote  
 Session  
 Featured in Sponsorship Slide  
 on Presentation  
 Inclusion on Sponsor Pop-Up  
 Banner

**\$2,500**



## PODCAST & WEBINAR SPONSORSHIP OPPORTUNITIES

Sponsor our podcast series or a series of webinars to show your support! Your sponsorship includes your logo on the podcast/webinar thumbnail, and your choice of a 15-30 second video commercial or verbal commercial shout-out in each episode.

**Sponsor 20 Podcast Episodes for \$10k | Sponsor 10 Webinar Episodes for \$15k**

\*Sponsor is responsible for providing the commercial language or video 30 days prior to episode launch date.



**NATIONAL DROWNING PREVENTION ALLIANCE**

**FILL OUT YOUR APPLICATION ONLINE:**

<https://ndpa.org/become-a-sponsor/#SponsorExhibitorApplication>



**WEB PRESENCE:**

[www.ndpa.org](http://www.ndpa.org)

[www.watersafetyconference.com](http://www.watersafetyconference.com)

**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 - Online Conference (Due To Covid-19)
- 2021 - Online Conference (Due To Covid-19)
- 2022 - Fort Worth, TX
- 2023 - Colorado Springs, CO
- 2024 - Reno, NV

**PHYSICAL ADDRESS**

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Incorporated as a California Non-Profit For Public Benefit Organization - EIN: 20-1827387

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