



NPA Sponsorship and Partnership Program

Effective 2021

The Network Professional Association is a leading organization for IT and Network Professionals, promoting career development, professional development, and a code of ethics for all its members. Adapting to the digital age and a consequential movement towards remote connectivity, the NPA seeks to support and promote the role of IT and Network Professionals by offering a series of virtual monthly public and member meetings, workshops, and networking events, details of which can be found on the www.NPA.org website.

To further our mission and to offer our members and guests the opportunity to hear from a variety of voices, the NPA has established the following sponsorship categories. We invite you to consider how you might support the NPA and reach out to our members and guests*. To discuss any of these sponsorship opportunities further, please contact sponsorships@npa.org.

NPA MARKETPLACE SPONSOR

The **NPA Marketplace Sponsor** program is designed to allow participating sponsors the opportunity to place perpetual digital ads on the public NPA Marketplace page of the NPA website. Pricing for this sponsorship program is as follows:

- \$200 - A Single Ad for One Month
- \$500 - A Single Ad for One Quarter
- \$900 - A Single Ad for Six Months
- \$1500 - A Single Ad for One Year

Ads must be reviewed and approved for appropriateness by the NPA. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.

NPA COMMUNICATIONS SPONSOR

The **NPA Communications Sponsor** program is designed to allow participating sponsors the opportunity to send emails to NPA Members and post to NPA Social Media platforms. Messaging may include advertising, invitations to Sponsor events or offers of premium benefits to NPA Members. Pricing for this sponsorship program is as follows:

- \$100 - One NPA Member Email/Public Social Media Post for One Month
- \$250 - One NPA Member Email/Public Social Media Post per Week for One Month
- \$1000 - One NPA Member Email/Public Social Media Post Per Month for One Year

Ads must be reviewed and approved for appropriateness by the NPA. Multiple sponsors may be grouped into a single email. The NPA maintains a public LinkedIn Page and Group, a Facebook Page and Group (private to members) and a Twitter account. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.



NPA EVENT SPONSOR

The **NPA Event Sponsor** program is designed to allow participating sponsors the opportunity to be a co-sponsor of an NPA public or member-only virtual event. This program includes identification in website, email, and social media promotion of the event, as well as through an in-event presentation slide. Includes use of a sponsor's logo or integration into an NPA image.

Pricing for this sponsorship program is as follows:

- \$250 - Co-Sponsorship of a Single Event
- \$1000 - Co-Sponsorship of Five Events (Buy Four Get One Free)

Sponsorship can include a short message or tag line, which must be reviewed and approved by the NPA. Multi-event sponsorships must be completed within a 12-month window. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.

NPA PRESENTATION SPONSOR

The **NPA Presentation Sponsor** program is designed to give a vendor the opportunity to be part of an NPA Advocator or Public Meeting. Presentation Sponsors will have the opportunity to provide an up-to-30-minute presentation on an IT/Networking technical or professionalism topic, with an additional up-to-15-minute period for Questions & Answers.

Pricing for this sponsorship program is as follows:

- \$500 - A Presentation at an NPA Member or Public Event
- \$1250 - A Presentation at Three NPA Member or Public Events

This program includes inclusion in website, email, and social media marketing as well as distribution of contact information to meeting attendees. In cases where an East and West Coast version of the same event is offered, sponsorship will include both events. Presentations should focus on technical education or career development for the IT/Network Professional and avoid pure marketing pitches and must be reviewed and approved by the NPA. Multi-event sponsorships must be completed within a 12-month window. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.

NPA WEBSITE SPONSOR

The **NPA Website Sponsor** program is designed to allow participating sponsors a dedicated page on the NPA Website.

Pricing for this sponsorship program is as follows:

- \$2500 - A dedicated web page exclusive to NPA Members for one year
- \$5000 - A dedicated web page as part of the public NPA Marketplace for one year

Ads must be reviewed and approved for appropriateness by the NPA. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.



NPA NATIONAL SPONSOR

The **NPA National Sponsor** program is designed to give a vendor the opportunity to be part of the NPA's mission of career and professional development of, and as an advocate for the IT/Network professional. National Sponsors agree to abide by the NPA Code of Ethics and provide information about the NPA and a link to www.npa.org on their website. In return, the Sponsor will receive the following benefits:

- ✓ A 12-Month Ad on the NPA Marketplace
 - ✓ One NPA Member Email/Public Social Media Post Per Month for One Year
 - ✓ Identified as an NPA National Sponsor on the NPA web site
 - ✓ Identified as an NPA National Sponsor on all NPA advertisements
 - ✓ Identified as an NPA National Sponsor in the NPA Journal
 - ✓ Identified as an NPA National Sponsor during all NPA Member and Public Events, including an opportunity to speak for up to 5 minutes and to have contact information distributed to all attendees.
- \$5,000 - Sponsorship for one year (a \$7500 value)

All messaging is subject to NPA review and approval. A 10% discount will be applied to sponsors that offer NPA Members a premium benefit**.

NPA NATIONAL PARTNER

The **NPA National Partner** program is designed to give a vendor the opportunity to partner with the NPA's mission of career and professional development of, and as an advocate for the IT/Network professional. National Partners agree to abide by the NPA Code of Ethics and provide information about the NPA and a link to www.npa.org on their website. In return, the Partner will receive the following benefits:

- ✓ A 12-Month Ad on the NPA Marketplace
 - ✓ One NPA Member Email/Public Social Media Post Per Month for One Year
 - ✓ A Presentation at Three NPA Member or Public Events
 - ✓ A dedicated page on the member side of the NPA Website
 - ✓ Identified as an NPA National Partner on the NPA Website
 - ✓ Identified as an NPA National Partner on all NPA advertisements
 - ✓ Identified as an NPA National Partner in the NPA Journal
 - ✓ Identified as an NPA National Partner during all NPA Member and Public Events, including an opportunity to speak for up to 5 minutes and to have contact information distributed to all attendees.
- \$10,000 – Partnership for one year (a \$15,000 value)

All messaging and presentations are subject to NPA review and approval. A 10% discount will be applied to partners that offer NPA Members a premium benefit**.



NPA COOPERATIVE PARTNER

The **NPA Cooperative Partner** program is for special relationships with organizations that share the NPA's mission of career and professional development for its members and wish to enter into a reciprocal arrangement in which both parties agree to promote the other in lieu of any financial arrangement. Both the NPA and its Cooperative Partner would enjoy the following benefits:

- ✓ Feature representation and communication on each other's website and social media platforms.
- ✓ Access to each other's member email lists for communication of career development and professionalism messaging.
- ✓ Opportunity for members of each organization to join the other and participate in events
- ✓ Additional benefits as negotiated with the NPA Board of Directors and the Cooperative Partner.

All messaging is subject to NPA and Cooperative Partner co-review and approval.

NPA STRATEGIC PARTNER

The **NPA Strategic Partner** program is designed to give a vendor the maximum opportunity to be a strategic partner with the NPA's in the execution of its mission of career and professional development of, and as an advocate for the IT/Network professional. National Sponsors agree to abide by the NPA Code of Ethics and provide information about the NPA and a link to www.npa.org on their website. In return, the Strategic Partner will receive the following benefits:

- ✓ A 12-Month Ad on the NPA Marketplace
 - ✓ One NPA Member Email/Public Social Media Post Per Month for One Year
 - ✓ A Presentation at Three NPA Member or Public Events
 - ✓ A dedicated web page as part of the public NPA Marketplace for one year
 - ✓ Identified as an NPA Strategic Partner on the NPA web site
 - ✓ Identified as an NPA Strategic Partner on all NPA advertisements
 - ✓ Identified as an NPA Strategic Partner in the NPA Journal
 - ✓ Identified as an NPA Strategic Partner during all NPA Member and Public Events, including an opportunity to speak for up to 5 minutes and to have contact information distributed to all attendees.
 - ✓ Additional benefits as negotiated with the NPA Board of Directors
- \$30,000 – Partnership for one year (a \$40,000 value)

All messaging and presentations are subject to NPA review and approval. A 10% discount will be applied to partners that offer NPA Members a premium benefit**.

For more information or to discuss any of these sponsorship and partnership opportunities further, please contact sponsorships@npa.org.

** The awarding of the 10% Premium Benefit discount is subject to an NPA review and approval of the benefit offered at the discretion of the NPA Board of Directors.