



# 2023-24 BPA SPONSORSHIP OFFERINGS

	Standard Exhibit Booth	Premium Exhibit Booth	Bronze	Silver	Gold	Platinum	Diamond	Premier	Presenting
	\$750	\$1,200	\$1,500	\$3,500	\$5,000	\$10,000	\$15,000	\$25,000	\$50,000
Social Media Recognition			✓	✓	✓	✓	✓	✓	✓
Email Blast to BPA Members				✓	✓	✓	✓	✓	✓
Logo on BPA.org			✓	✓	✓	✓	✓	✓	✓
Logo on NLC Mobile App			✓	✓	✓	✓	✓	✓	✓
Logo on NLC Materials				✓	✓	✓	✓	✓	✓
NLC Mobile App Ad					✓	✓	✓	✓	✓
Logo on NLC Event Signage					✓	✓	✓	✓	✓
NLC Conference Workshop					✓	✓	✓	✓	✓
NLC Competitive Event Judging	✓	✓	✓	✓	✓	✓	✓	✓	✓
NLC Scavenger Hunt Stop	Optional Add-On	Optional Add-On	Optional Add-On	Optional Add-On	Optional Add-On	Optional Add-On	✓	✓	✓
Single Exhibit Booth at NLC	✓	✓		✓	✓	✓ Wi-Fi/Electricity	✓ Wi-Fi/Electricity		
Double Exhibit Booth at NLC								✓ Wi-Fi/Electricity	✓ Wi-Fi/Electricity
Fall Member Program Guide Ad			Name Listed	1/4 Page	1/4 Page	Half Page	Full Page	Full Page	Full Page Prominent Location
NLC Preview Guide Ad							Half Page	Full Page	Full Page
Representation on National Business Advisory Council (NBAC)							✓	✓	✓
NLC Competitive Event Sponsor								✓	✓
Promotional Item at NLC								✓	✓
NLC Opening Session Remarks									✓
NLC Networking Event									✓
Invitation to CEO's Evening Reception at NLC					2	3	4	5	6

## Advisor Lounge - \$10,000+

Offer a quiet place for advisors to relax and recharge throughout the four days of NLC. Includes custom branding and option to provide promotional materials. Cost depends on furnishings and meal details.

## National Showcase and Business Panel - \$5,000

Align your company with the National Showcase and be the exclusive sponsor of the business panel, with a seat reserved for your company on the panel. The National Showcase is the culmination of months of hard work for students who participated in BPA's National Virtual Events. Includes custom branding and option to provide promotional materials. Limited to one sponsor.

## Keepsake Lanyards - \$7,000

Display your logo along with the 2024 NLC logo on all lanyards distributed at the event to over 7,000 attendees. These lanyards are required throughout the event and are a keepsake for students and advisors for years to come. Limited to one sponsor.

## Judge Orientation Breakfast - \$5,000

Be a sponsor of the competitive event judges' breakfast on Saturday or Sunday during NLC. You'll have the opportunity to share a postcard or flyer with all attendees, as well as network with local industry professionals during the event.

## Judge Orientation Lunch - \$5,000

Be a sponsor of the competitive event judges' lunch on Saturday or Sunday during NLC. You'll have the opportunity to share a postcard or flyer with all attendees, as well as network with local industry professionals during the event.

## Competitive Event - \$3,000

Align your company with a selected student competition and have the opportunity to present the award on stage at the NLC awards session.

## Conference Registration Bags - \$2,000

Display your logo along with the 2024 NLC logo on all advisor conference registration bags. Limited to one sponsor.

## Executive Officers Reception - \$2,000

Be the sponsor of the Executive Officer Reception during NLC. You'll have the opportunity to share a promotional item with all attendees, as well as meet BPA's Executive Council.

## Workshop Facilitator - \$1,500

Facilitate an NLC workshop which allows attendees to learn best practices, explore new products/services, and grow professionally. Workshops take place in 55-minute increments in front of a captive audience and may be tailored to advisors and/or students.

## Exhibitor - \$750 or \$1,200

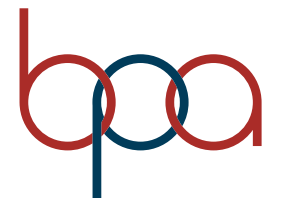
Reserve a booth in the Exhibitor Showcase which offers excellent visibility and provides an opportunity for you to reach many future customers, potential employees, or prospective students – all in one place!

## Scavenger Hunt Stop - \$250

Increase traffic to your booth and increase lead generation by participating in the annual NLC scavenger hunt. This optional add-on is available for an additional \$250.

## Named Student Scholarship - \$250+

Give our next generation of business professionals the motivation they need to pursue promising careers by presenting a scholarship or cash award to a BPA student.



**BUSINESS  
PROFESSIONALS  
of AMERICA**