

NSPMA Annual Sponsorship Opportunities 2024-2025



Overview

The National School Plant Management Association (NSPMA) is the only non-profit professional association representing K-12 public school facilities directors, custodial staff, and plant managers across the United States. Our goal is to support the improvement and management of school facilities, ensuring a safe, sustainable, and healthy learning environment for our teachers and students. Partnering with NSPMA allows you to engage directly with key decision-makers responsible for maintaining and improving school infrastructures.



As a sponsor, you'll be positioned as a trusted partner, helping schools achieve their operational goals while promoting your products and services to a highly targeted audience. NSPMA works hard to provide our members all benefits at a greatly discounted rate. Public Schools are being hit with extremely tight budgets, which equates to reduce professional development opportunities for our maintenance teams.

Sponsorship Levels

We offer four levels of annual sponsorships, each providing progressively greater exposure, benefits, and opportunities to engage with our members:

1. Silver Sponsorship - \$2,500

Benefits:

- Recognition on NSPMA Website: Your logo, with a hyperlink to your website, featured on the NSPMA sponsor page.
- Social Media Shoutouts: Mention on NSPMA's social media channels once per year (LinkedIn).
- Right of First Refusal to register for Annual Conference Booth

2. Gold Sponsorship - \$5,000

Benefits:

- All Silver Benefits: Includes all the benefits of the Silver level.
- Premium Website Placement: Your logo displayed more prominently on the NSPMA website homepage.
- Enhanced Social Media Engagement: Two social media shoutouts throughout the year and a shared post promoting your products/services.
- Conference Speaking Opportunity: Priority consideration for a speaking opportunity at the NSPMA National Conference breakout session.
- Conference Booth Discount: 10% discount on exhibition space at the NSPMA National Conference.
- Newsletter Sponsorship: Your logo and company profile featured in two NSPMA newsletters annually.
- Lead Generation: Opportunity to submit white papers or case studies to be shared with NSPMA members.
- Exclusive Access: (2) two - VIP access to all NSPMA networking events and private dinners during the National Conference.

3. Platinum Sponsorship - \$7,500

Benefits:

- All Gold Benefits: Includes all the benefits of the Gold level.
- Conference Booth Discount: 20% discount on exhibition space at the NSPMA National Conference vs. Gold 10%.
- Conference Premium Booth Location: Priority placement for your exhibit booth at the NSPMA National Conference.
- Year-Round Promotion: Quarterly social media posts promoting your business, products, or special offers to NSPMA members.
- Webinar Hosting: Co-host a webinar or educational workshop with NSPMA, providing a platform to showcase your expertise directly to our members.
- Direct Marketing: One email blast to the entire NSPMA membership highlighting your company's offerings and services.
- Exclusive Access: (4) four - VIP access to all NSPMA networking events and private dinners during the National Conference.

4. Diamond Sponsorship - \$10,000

Benefits:

- All Platinum Benefits: Includes all the benefits of the Platinum level.
- Conference Booth Discount: 30% discount on exhibition space at the NSPMA National Conference vs. Platinum 20%.
- Headline Event Sponsor: Be a headline sponsor of the NSPMA National Conference. Includes your logo on all event materials, banners, and conference communications.
- Customized Marketing Package: Receive a custom-tailored marketing package, including five dedicated social media posts, a feature in the NSPMA Annual Report, and a spotlight interview.
- Exclusive Access: (6) six - VIP access to all NSPMA networking events and private dinners during the National Conference.

Sponsorship Perks Breakdown

Benefit	Silver	Gold	Platinum	Diamond
Logo on NSPMA website	✓	✓	✓	✓
Right of First Refusal Conference Booth	✓	✓	✓	✓
Social media shoutouts	1/year	2/year	Quarterly	5/year
Conference booth discount		10%	20%	30%
Access to membership list	✓	✓	✓	✓
Host a NSPMA Webinar	-	-	✓	✓
Email blast to members	-	-	1 blast	2 blasts
VIP access to events	-	2	4	6

Why Sponsor NSPMA?

- **Direct Access to Decision-Makers:** Your sponsorship connects you with public K-12 facility directors and plant managers who influence purchasing decisions in their schools and districts.
- **Increased Brand Visibility:** Whether through online exposure, in-person events, or direct outreach, your brand will reach an audience invested in maintaining and improving school infrastructure.
- **Exclusive Networking Opportunities:** Join NSPMA's events and conferences to connect with key stakeholders and leaders in school facilities management.
- **Corporate Social Responsibility:** Align your brand with a non-profit that's committed to improving public education environments nationwide.

Get Involved Today!

Partnering with NSPMA provides your organization with year-round exposure and direct engagement with school facility professionals who are responsible for managing the facilities that house millions of students. Choose the sponsorship level that best fits your goals and budget, and join us in supporting excellence in school facility management.

For more information or to secure your sponsorship, please contact our Executive Director, Ken Wertz:

Contact Information:

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