

# 11th NATIONAL MONITORING CONFERENCE



Working Together for Clean Water

March 25-29, 2019

Denver, Colorado



August 7, 2018

Dear National Monitoring Conference supporter,

On **March 25-29, 2019** the National Water Quality Monitoring Council (NWQMC) will host the 11th National Monitoring Conference at the **Sheraton Denver Downtown Hotel in Denver, Colorado**. This forum is for ALL water stakeholders, including federal, state, tribal and local water professionals, non-profits, academia, volunteer citizen scientists, and industry.

We invite you to partner with NWQMC through one of our conference sponsorship opportunities. Sponsorship helps you build awareness of your brand and develop relationships with our 600-800 attendees. And the registration benefits included with some of our packages help you connect with the right people in the water quality community.

The Monitoring Conference features six or seven concurrent technical sessions, workshops, and training with several hundred individual oral or poster presentations over three days. The conference agenda features 30-minute breaks in the morning and afternoon and 90-minute lunches. All meals are held in the exhibition hall to maximize sponsor/exhibitor-attendee interactions during breaks.

Sessions will deal with monitoring design, advances in monitoring technology and instrumentation, methods for monitoring emerging water-quality risks such as harmful algal blooms or new contaminants, implementation of real-time water quality monitoring networks, assessing the effectiveness of water management actions, evaluating water-quality trends, and building partnerships.

We are confident that, no matter what your needs are, there is a sponsorship package that will make a difference for both you and our attendees. Please take a moment to review the enclosed information and consider which opportunity is the best fit for your needs. If you have any questions about sponsoring the National Monitoring Conference please contact Alyssa Schulte at [aschulte@nalms.org](mailto:aschulte@nalms.org).

Sincerely,

Jeff Schloss  
Conference Co-Chair  
North American Lake Management Society

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## WHY ORGANIZATIONS LIKE YOURS SPONSOR

### Brand-building

**Because the National Monitoring Conference aligns with key messages they wish to convey, helping them build awareness of their brand**

### Marketing and Lead Generation

**Because the National Monitoring Conference creates a highly-qualified market of attendees**

### Connection

**Because included registrations help them network with attendees and learn about trends and the needs of practitioners**

## HOW SPONSORSHIP MEETS YOUR NEEDS

### When you need to build your brand or generate, and market to, new leads

- **Pre-Event Benefits:** We market your brand to our website visitors and conference registrants prior to the conference.
  - **Conference Website:** Logo and link, ~250-500 impressions/month
  - **Registration Website:** Logo and link, ~600-800 impressions
- **Onsite Benefits:** We market your brand to our attendees during the conference.
  - **General Signage:** ~600-800 impressions/day
  - **Event Signage (some categories):** ~250-400 impressions/event
  - **Give-away Items (some categories):** ~600-800 impressions
  - **Program Listing:** ~600-800 impressions
  - **Acknowledgement at Plenary:** ~350-400 impressions/plenary
  - **Free or Discounted Exhibit Space (some categories):** ~600-800 impressions/day

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## SPONSORSHIP CATEGORY DESCRIPTIONS

**Beverage Container:** Indicates that your sponsorship will be exclusively designated to provide a conference travel mug, water bottle or other beverage container that will be distributed to conference attendees and will have an imprint of your company logo.

**Closing Plenary:** Indicates that your sponsorship will be designated for the closing plenary. The closing plenary may be sponsored exclusively at the Supporting level or as a co-sponsor at the Sustaining level.

**Fluid 5k Run/Walk:** Indicates that your sponsorship will be designated for the 5K Run/Walk. The 5K Run/Walk may be sponsored exclusively at the Sustaining level or as a co-sponsor at the Contributing level. 5K Run/Walk t-shirts will be distributed to all participants and will feature an imprint of your company logo.

**In-Kind:** Indicates that you intend to provide an in-kind sponsorship. Please contact us at [sponsorship@nalms.org](mailto:sponsorship@nalms.org) to make arrangements.

**Lanyard:** Indicates that your sponsorship will be exclusively designated for the conference lanyards that will be distributed to all attendees and will feature an imprint of your company logo.

**Pads:** Indicates that your sponsorship will be exclusively designated for the conference notepads that will be distributed to all attendees and will feature an imprint of your company logo.

**Pens:** Indicates that your sponsorship will be exclusively designated for conference pens that will be distributed to all attendees and will feature an imprint of your company logo.

**Plenary Speaker/Presenter Travel:** Indicates that your sponsorship will be designated to offset the travel cost of plenary speakers and/or special presenters.

**Pre/Post Conference Event:** Indicates that your sponsorship will be designated to supplement attendee costs for a pre or post conference event. Past events have included a cruise, field trips and other similar activities. For more information on this year's event please contact us at [sponsorship@nalms.org](mailto:sponsorship@nalms.org).

**Refreshment Break:** Indicates that your sponsorship will be exclusively designated for a single refreshment break of your choice. There will be two refreshment breaks during each day of the conference (Tuesday, Wednesday and Thursday).

**Tote Bags:** Indicates that your sponsorship will be exclusively designated for the conference tote bags that will be distributed to all attendees and will feature an imprint of your company logo.

**Undesignated:** Indicates that your sponsorship will not be used for an event, item, or scholarship. Undesignated sponsorships may include complimentary or discounted exhibit booths and complimentary registrations depending upon the sponsorship level.

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## SPECIFIC SPONSORSHIP LEVELS & BENEFITS

### Conference Co-Sponsor (\$15,000 and above)

- Double exhibit booth - includes 4 complimentary conference registrations.
- Special recognition in all conference publicity as a Co-Sponsor.
- Organization/Company name and logo highlighted prominently in the conference program and on conference web pages (hyperlinked to company home page).

### Leading Sponsor (\$10,000)

**Categories:** Undesignated

- Single exhibit booth (w/ 2 complimentary registrations) for undesignated sponsorship.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).
- Identification signage at sponsored event, if applicable.

### Supporting Sponsor (\$5,000)

**Categories:** Undesignated, Closing Plenary (exclusive)\*, and Beverage Container\*

- 50% discount on single booth (w/ 2 complimentary conference registrations) for undesignated sponsorship, discounted booth (25%) if designated.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).
- Identification signage at sponsored event, or Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

### Sustaining Sponsor (\$2,500)

**Categories:** Undesignated, Closing Plenary (co-sponsor), Fluid 5k (exclusive)\*, Pre/Post Conference Event (exclusive)\*, Lanyard\*, and Tote Bag\*

- Two complimentary conference registrations if undesignated. One complimentary registration if designated.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).
- Identification signage at sponsored event, or Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

### Contributing Sponsor (\$1,000)

**Categories:** Undesignated, Fluid 5K (co-sponsor), Pads\*, Pens\*, and Refreshment Break (exclusive)\*

- One complimentary registration if undesignated.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).
- Identification signage at sponsored event, or Organization/Company name and logo printed on giveaway item (only one sponsor per item), if applicable.

### General Sponsor (less than \$1,000)

**Categories:** Undesignated

- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).

### In-Kind Sponsor

Contact us at [sponsorship@nalms.org](mailto:sponsorship@nalms.org) to make arrangements.

- In-Kind Sponsors will receive benefits associated with the Undesignated Sponsor level nearest to the estimated value of the in-kind item or service provided.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).

### Plenary Speaker/Presenter Travel Sponsor

- Plenary Speak/Presenter Travel Sponsors will receive benefits associated with the Designated Sponsor level nearest to the amount sponsored.
- Organization/Company name and logo in the conference program and on conference web pages (hyperlinked to company home page).

#### NOTE:

- Exclusive sponsorships are first come first serve.

- The Sponsorship amount listed for sponsored items is for the basic item and imprinting in single color. We are willing to work with you for special items, green items, features or multicolor imprinting with additional support.

- Complimentary conference registrations can be transferred to attendees or reserved for volunteers. Please let us know if you would like to donate or transfer any complimentary registrations and how they are to be designated.

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## SPONSOR COMMITMENT FORM

Please return form to [sponsorship@nalms.org](mailto:sponsorship@nalms.org)

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Amount of Sponsorship: \$ \_\_\_\_\_ Date: \_\_\_\_\_

Please check the option(s) you wish to sponsor:

**Conference Co-Sponsor -- \$15,000 and above**

Undesignated

**Leading Sponsor -- \$10,000 and above**

Undesignated

**Supporting Sponsor -- \$5,000**

Undesignated

Beverage container\*

Closing Plenary (exclusive)\*

**Sustaining Sponsor -- \$2,500 and above**

Undesignated

Closing Plenary (co-sponsor)

Fluid 5k Run/Walk (exclusive)\*

Pre/Post Conference Event (exclusive)\*

Lanyard\*

Tote bag\*

**Contributing Sponsor -- \$1,000**

Undesignated

Fluid 5k Run/Walk (co-sponsor)

Pads\*

Pens\*

Refreshment Break (exclusive)\*

**General Sponsor -- Less than \$1,000**

Undesignated

**In-Kind Sponsor**

(Item or Service) \_\_\_\_\_

\$ Value \_\_\_\_\_

Plenary Speaker/Presenter Travel Sponsor \$ \_\_\_\_\_

Student Scholarship Silent Auction

(Item) \_\_\_\_\_

\$ Value \_\_\_\_\_

(\* items and other exclusive sponsorships are first come first serve.

For more information on the sponsorship categories refer to the Levels of Sponsorship & Associated Benefits page of this packet.

Invoice will follow receipt of commitment form. Payment and promotional materials are due to NALMS no later than February 1, 2019. Payment may be submitted at any time prior to February 1, and is required to secure sponsorship category preference and commence promotional benefits.

Promotion will commence upon delivery of payment and materials at any time prior to February 1, 2019. Promotional materials submitted after February 1 may not be included in the program and may not be included on the website prior to the conference.

Profiles, logos, and web links, as appropriate, should accompany the Sponsor Commitment Form, and can be submitted as electronic attachments to [sponsorship@nalms.org](mailto:sponsorship@nalms.org).

Promotional graphics should be transmitted in vector art format (.ai or .eps).