



## SPONSORSHIP OPPORTUNITIES

*Secure your sponsorship today and position your brand as a leader in the industry!*

### NIFDA Annual Convention Overview

You are invited to join the National Independent Flag Dealers Association (NIFDA) in Bristol, TN/VA, on October 13-15, 2024. The Annual NIFDA Convention is the only national summit for flag dealers, manufacturers, and associated businesses and organizations. This is your best opportunity to meet face-to-face to build relationships with flag industry leaders seeking to connect with companies like yours!

### What is NIFDA?

NIFDA is a nonprofit trade association committed to the manufacture and sales of U.S. flags made in America and supports its members within the flag and flagpole industry. The annual Convention is the Association's central event, providing 2-1/2 days of professional development, purposeful networking, motivational speakers, and industry discussions.

### Who Attends?

NIFDA members represent the top 10% of the flag industry. Get unmatched access to convention attendees, including:

- business owners & decision-makers
- brick-and-mortar flag stores
- e-commerce flag resellers
- flagpole installers & technicians
- custom flag/banner makers
- flag and flagpole manufacturers
- supporting industries & suppliers

### Why Sponsor?

Maximize your company's outreach as a sponsor of #NIFDA2024. Times have changed, sales teams are strained, and customer visits have vanished. This is your chance to call on more than 50 customers in one streamlined visit.

Whether you earn maximum visibility at the platinum level as a special events sponsor, choose to be recognized with gold, silver, or bronze sponsorships, or keep it simple as an exhibitor, the Convention offers the opportunity to share your technologies, products, and services with prospective clients and strengthen relationships with current customers.

🌟 **Steal the Show with a Special Package!** 🌟

**Bag Sponsor** (\$750 Add-On) – Put your logo front and center on every attendee's bag, ensuring prime exposure throughout the event. This is an "Add-On" which can only be added on to a Gold or Platinum package.



**Welcome Reception** (\$7500) – Rev up your brand's presence as the Platinum Sponsor of the Welcome Reception at the iconic Bristol Motor Speedway! This premier sponsorship promises unrivaled visibility and prestige, featuring your signature drink accompanied by branded cups and cocktail napkins (cost included), along with prominent banner and product placement on the buses. Seize the exclusive opportunity to personally welcome NIFDA members from the stage, leaving a lasting impression at one of the convention's highlight events.

+ custom napkins



**Awards Banquet** (\$5000) – Position your brand in the spotlight as the Platinum Sponsor of the Awards Banquet, held in the timeless elegance of the Bristol Train Station's Kegley Hall. Make an impression with branded stick flags adorning the centerpieces, and seize the spotlight by announcing the Betsy Ross Award Winner and optionally, providing a memorable raffle prize.





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## LEVELS OF SUPPORT

<b>SPONSORSHIP BENEFITS</b>	<b>Platinum</b> \$5,000+	<b>Gold</b> \$3,500	<b>Silver</b> \$2,500	<b>Bronze</b> \$1,500	<b>Exhibitor</b> \$500	<b>Non-Attendee Exhibitor</b> \$850
Opportunity to customize sponsor package – just ask!	x					
Opportunity to speak at event	x					
Opportunity to be a bag sponsor (add \$750)	x	x				
Opportunity for sponsor spotlight in marketing email	x	x	x			
Opportunity to post on NIFDA's Facebook page	video post	image(s) post	logo-only post			
Complimentary registration(s)	three	two	one			
Advertisement in convention packet	full-page	full-page	1/2-page	1/4-page		
Special sponsor gift	x	x	x	x		
Inclusion in on-site signage & presentation slides	prominent logo	large logo	medium logo	small logo		
Inclusion on convention promotional materials	prominent logo	large logo	medium logo	small logo		
'Signage' on NIFDA website linked to sponsor site	prominent logo	large logo	medium logo	small logo		
Company listing in convention packet	enhanced	enhanced	enhanced	enhanced	standard	standard
Exhibit table at Industry Expo	highest-traffic location	highest-traffic location	high-traffic location	high-traffic location	assigned location	assigned location

Sponsorship opportunities are available on a first-come, first-served basis to active NIFDA members who register for convention. The Non-Attendee Exhibitor level (\$850) is available to sponsors who exhibit at the Industry Expo but do not register to attend convention; this level also includes a one-year Associate Membership to NIFDA.

If you have any questions or wish to discuss a custom package, please contact NIFDA Convention Chairman, David McGehee at 803-665-3210, or email [david@columbiaflag.com](mailto:david@columbiaflag.com)

Secure your sponsorship online: <https://nifda.net/sponsorships> or scan the QR code →

