



## **2023 SPONSORSHIP & ADVERTISING OPPORTUNITIES**

### **WANT TO NETWORK WITH MARKETERS?**

*Connect your company with the industry's leading Shell marketers.*

Your sponsorship of NASM provides a unique and valuable way to showcase your product or service. Promoting your brand with NASM maximizes your reach to Shell marketer members and provides exclusive access to an engaged marketer community.

- NASM is the prime professional home for Shell marketers and gives you immediate access to over 100 marketer-member companies.
- Expand your reach through a network of NASM marketer members located throughout the US.

Don't miss out on this opportunity – secure your sponsorship today!

## REACH MORE MARKETERS WITH ANNUAL SPONSORSHIP

NASM Annual Sponsorship provides your company excellent publicity and year-long marketing advantages to the members of the National Association of Shell Marketers. While several of the Annual Sponsor benefits are linked to NASM events, Annual Sponsorship exposure extends throughout the year. Your commitment as a NASM Annual Sponsor is a key part of your investment in your business with the Shell marketer community. Fully leverage your sponsorship dollars and simplify your advertising budget – become a **2023 NASM Annual Sponsor!**

*Sponsor Policy: All agreed to sponsorships must be paid in full by April 15, 2023. There are no exceptions. Sponsorships are binding and are nonrefundable.*

### ANNUAL SPONSORSHIP

	Diamond \$25,000	Platinum \$20,000	Gold \$12,000	Silver \$8,000	Bronze \$5,000
<b>EVENT BENEFITS</b>					
Pre/Post Event Attendee List	✓	✓	✓	✓	✓
Branded Signage	XXL	XL	L	M	S
Branded Swag Item (selected by NASM)	XXL	XL	L	M	S
Drinks & Entertainment Sponsor	✓	✓	✓	✓	✓
Sponsor Ribbons at Event	✓	✓	✓	✓	✓
Logo w/ Link on Event Emails	✓	✓	✓	✓	✓
<b>ASSOCIATION BENEFITS</b>					
Supplier Associate Membership	✓	✓	✓	✓	✓
Supplier Directory Listing	✓	✓	✓	✓	✓
Logo w/ Link on NASM Website	12 mos	12 mos	6 mos	6 mos	3 mos
Logo w/ Link in @NASM e-Newsletter	12 mos	12 mos	6 mos	6 mos	3 mos
Banner Ad in @NASM e-Newsletter	12 mos	12 mos	6 mos	6 mos	3 mos
Partner Spotlight in @NASM e-Newsletter	2x/year	2x/year	1x/year		
NASM Forum Presenter	2x/year	1x/year	1x/year		
Co-Branded Email*	1x/year	1x/year			

\*Diamond and Platinum exclusive opportunities

## A LA CARTE OPTIONS

Add an a la carte option to your annual sponsorship or sign up for these separately. These opportunities are available to all NASM Supplier Associate members.

### EVENT SPONSORSHIP - \$10,000

Get Platinum event exposure for half the price! Event Sponsorship provides all the following benefits while still providing you with NASM Membership and limited yearlong advertising opportunities.

*Pre/Post Event Attendee List | XL Branded Signage | XL Branded Swag Item (selected by NASM)  
Drinks & Entertainment Sponsor | Sponsor Ribbons at Event | Logo w/ Link on Event Emails  
Supplier Associate Membership | Supplier Directory Listing | Logo w/ Link on NASM Website - 6 mos  
Logo w/ Link in @NASM e-Newsletter - 6 mos | Banner Ad in @NASM e-Newsletter - 3 mos*

#### Partner Spotlight in @NASM e-Newsletter

**\$2,500.00**

Define your business on your terms by telling your story to hundreds of decision makers, NASM members and industry friends in one of our monthly @NASM e-Newsletters.

#### NASM Forum Presenter

**\$2,500.00**

Reach NASM marketer members with a dedicated live 30-minute educational webinar about an industry topic approved by NASM. Email and social media promotions prior to the event. The webinar recording will be posted on the NASM website for a least one year.

## ADVERTISING

Maximize your company's exposure to the NASM membership. These advertising opportunities are available to all NASM Supplier Associate members (choose as many as desired). Advertise in NASM's monthly e-newsletter sent to NASM current and prospective members or on the NASM Website.

	12 Months	6 Months	3 Months
Banner Ad in @NASM e-Newsletter	\$3,000.00	\$2,000.00	\$1,000.00
Logo w/ Link in @NASM e-Newsletter	\$1,500.00	\$800.00	\$500.00
Banner ad on NASM website	\$2,500.00	\$1,500.00	\$800.00
Logo w/ Link on NASM Website	\$1,500.00	\$800.00	\$500.00

# 2023 NASM SPONSORSHIP & ADVERTISING CONTRACT

Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

Website/URL \_\_\_\_\_

## **ANNUAL SPONSORSHIP**

- Diamond Sponsor - \$25,000
- Platinum Sponsor - \$20,000
- Gold Sponsor - \$12,000
- Silver Sponsor - \$8,000
- Bronze Sponsor - \$5,000

## **A LA CARTE OPTIONS**

- Event Sponsor - \$10,000
- Partner Spotlight in @NASM e-Newsletter - \$2,500
- NASM Forum Presenter - \$2,500

## **ADVERTISING**

Banner Ad in @NASM e-Newsletter - *choose one*

- 12 mos - \$3,000
- 6 mos - \$2,000
- 3 mos - \$1,000

Logo w/ Link in @NASM e-Newsletter - *choose one*

- 12 mos - \$1,500
- 6 mos - \$800
- 3 mos - \$500

Banner ad on NASM website - *choose one*

- 12 mos - \$2,500
- 6 mos - \$1,500
- 3 mos - \$800

Logo w/ Link on NASM Website - *choose one*

- 12 mos - \$1,500
- 6 mos - \$800
- 3 mos - \$500

## **SUMMARY OF PAYMENT**

**Total Payment Due:** \_\_\_\_\_

Check payable to NASM enclosed

Please charge my credit card     American Express     Visa     MasterCard

Cardholder Name \_\_\_\_\_ Card Number \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

### **SUBMIT COMPLETED FORM WITH PAYMENT TO:**

National Association of Shell Marketers  
2365 Harrodsburg Road, Suite A325  
Lexington, KY 40504  
E-Mail to: [nasm@nasmonline.com](mailto:nasm@nasmonline.com)

### **QUESTIONS? CONTACT:**

**Natasha Pitcock**, Executive Director  
[natasha.pitcock@nasmonline.com](mailto:natasha.pitcock@nasmonline.com)