



## NAITA 2020 Sponsorship Campaign

### EVENTS

- **NAITA World Trade Day (WTD) Celebration**

World Trade Week is an annual national celebration recognizing the importance of international trade to the U.S. economy. NAITA and the Madison County Commission co-sponsor the World Trade Day Celebration in Huntsville, Alabama. The event is expected to draw approximately 300 international business executives and community leaders from across North Alabama.

- **Presenting Sponsor 2020** - \$3,000 – 1 available

*Benefits:* CEO or representative seated at the speaker's reserved table and recognized; up to 16 attendees at event reception with speaker; receives top billing in pre-event publicity; receives recognition in event program and electronic display at event, calendar, website, promotional flyers and from the podium with a special plaque; and two corporate tables (16 total seats) in prime location.

- **Ambassador Sponsor WTD 2020** - \$1,500 – 5 available

*Benefits:* Eight attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium; and one corporate table for eight in prime location.

- **Consul Sponsor WTD 2020** - \$1,000 – up to 10 available

*Benefits:* Four attendees at event reception with speaker; receives recognition in pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers; and reserved ½ table for four people.

- **Reserved Table WTD 2020** - \$600 – availability TBD based on venue capacity

*Benefits:* Reserved table for eight. *(If available, reserved tables sold after 12/31/19 will be offered at a higher price.)*

- **Print sponsor (In-kind) 2020** – 1 available

*Benefits:* Sponsor logo will be included on printed program, website, and electronic display at event. Also receives two tickets to event.

- **NAITA World Trade Day Reception Sponsor 2020**

The reception is held just prior to the World Trade Day Luncheon in an adjacent reception area. Attendees include the keynote speaker, Presenting, Ambassador and Consul Level Sponsors, NAITA Board of Directors, and regional dignitaries.

- **Reception Sponsor** \$2500 - 1 available

*Benefits:* Prominent signage at event; up to eight representatives at the reception; opportunity to bring corporate display; opportunity for recognition and photograph with Guest of Honor;

corporate table for eight in a prime location at the event; recognition from podium during the event.

- **NAITA Conversation on Trade 2020**

The annual Conversation on Trade is a presentation by an elected official or government official focusing on the impact of trade on North Alabama and education on positive trade policy. Format will be an update breakfast or lunch meeting.

- **Presenting Sponsor 2020** - \$2,500 – 1 available

*Benefits:* CEO or representative seated at the speaker's reserved table and recognized; receives top billing in pre-event publicity; receives recognition in event program and electronic display at event, calendar, website, promotional flyers and from the podium with a special plaque; and one corporate table (8 total seats) in prime location.

- **Ambassador Sponsor 2020** - \$1,500

*Benefits:* One reserved table for eight in prime location at event; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium.

- **Consul Sponsor 2020** - \$1,000

*Benefits:* Reserved ½ table for four at event; receives recognition in event program, on electronic display at event, website, and promotional flyers.

- **NAITA Trade Compliance Roundtable Series**

NAITA Trade Compliance Roundtable discussions are held quarterly to address specific issues related to export licensing and trade compliance and provide a networking forum for company officials charged with this responsibility. Programs cover topics associated with the U.S. State Department Directorate of Defense Trade Controls - International Traffic in Arms Regulations (ITAR) and the U.S. Commerce Department Bureau of Industry & Security – Export Administration Regulations (EAR). One Roundtable will be held in conjunction with the annual NAITA Holiday Party.

- **Presenting Sponsor – Trade Compliance Roundtable 2020** - \$5000 – 1 available

*Benefits of Sponsorship:* Recognition in all pre-event publicity, on event signage, e-newsletter, website, and promotional flyers; receives registration list for marketing follow-up. Four Roundtables held per year. Four representatives can attend the Roundtable with the opportunity to speak briefly on the program. Up to six representatives can attend the Holiday Party and invite up to ten business associates related to international trade to party only. See Holiday Party description below for further details.

OR if Presenting Sponsor is not secured, the following options are offered:

- **Ambassador Sponsor Roundtable/Holiday Party Combo** - \$2,500 – 1 available

- **Ambassador Sponsor Roundtable Only** – \$1,500 per roundtable (up to 3 per year, excluding Holiday Party combo)

- **NAITA Holiday Party – December 2020**

The NAITA Holiday Party is a member networking event held in conjunction with a NAITA Trade Compliance Roundtable that celebrates the holiday season and recognizes Board Members and volunteers who assist NAITA throughout the year.

- **Ambassador Sponsor 2020** - \$1,500 – 4 available

*Benefits:* Name recognition on invitation; up to three representatives can attend and invite up to five business associates related to international trade; receives recognition in event program, on display at event, website, promotional flyers, recognition from the podium, and photo on NAITA's social media following event.

- **NAITA Global Strategies Forum – Date TBD 2020**

A conference focusing on updates in several areas: Imports, Exports, Sanctions, FDI (Foreign Direct Investment), and Global Anti-Corruption plus Special Regulatory Issues. Updates will include U.S. Department of Commerce Bureau of Industry & Security (BIS), the U.S. Department of State Office of Defense Trade Controls (DTC), and other agencies involved in export controls. Featured speakers will include representatives from appropriate agencies and/or with private sector expertise.

- **Presenting Sponsor** – \$3,500 – 1 available

*Benefits:* Recognition in all pre-event publicity, in event program, on electronic display at event, website, promotional flyers, and recognition from the podium; receives registration list for marketing follow-up. Receives a sponsor booth at the event. Four representatives can attend conference at no additional charge.

- **Ambassador Sponsor** - \$1,500

*Benefits:* receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium. Receives a sponsor booth at the event. Two representatives can attend conference at no additional charge.

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

*Benefits:* receives recognition in event program, on electronic display at event, website, and promotional flyers. One representative can attend conference at no additional charge.

- **Evening Reception Sponsor** - \$2,500

*Benefits:* Prominent signage at event; opportunity to bring corporate display/sponsor booth for the reception and conference; recognition from podium during the conference opening. Three representatives can attend conference at no additional charge.

- **2020 FMS Industry Day with USASAC**

The FMS Industry Day is a continuation of NAITA's series of Industry Days with the U.S. Army Security Assistance Command (USASAC). Speakers will discuss global business opportunities through FMS. The program will conclude with a networking reception.

- **Ambassador Sponsor** - \$1,500 – 6 available

*Benefits:* Recognition in pre-event publicity; recognition on electronic display at event, on website, newsletter, and promotional flyers; exhibit table at event; five representatives at briefing; receives registration list for marketing follow-up.

- **Introductory FMS Seminar**

This FMS Seminar will provide an introduction to the foreign military sales (FMS) process, the difference between FMS and direct commercial sales (DCS), and how small businesses can become involved by partnering with prime contractors.

- **Consul Sponsor - \$750**  
*Benefits:* Receives recognition on display at event and on promotional flyers; one representative at session.
- **International Trade Leadership Series**  
ITLS is a series of international trade training sessions held in conjunction with the U.S. Commercial Service, the Export Alabama Alliance, the Alabama District Export Council, and the Alabama International Trade Center. ITLS strives to advance international business skills for Alabama companies and to provide a broader awareness of the resources available to assist companies in expanding globally. All sessions will be led by industry and government professionals. The series is designed for new-to-export and established companies. The series also serves as a review for the NASBITE Certified Global Business Professional (CGBP) exam.
  - **Ambassador Sponsor - \$1,500 - 5 available**  
*Benefits:* Recognition in pre-event publicity; recognition on electronic display at event, on website, e-newsletter, and promotional flyers; two representatives at each seminar; receives registration list for marketing follow-up.
  - **Consul Sponsor for Specific Session Only - \$750**  
*Benefits:* Receives recognition on electronic display at event and on promotional flyers; one representative at session.
- **NAITA Booth at 2020 Space & Missile Defense (SMD) Symposium – August 2020**  
The SMD Symposium is the leading educational, professional development and networking event in the space and missile defense community. The symposium is widely attended by leaders and professionals from the United States and our allies around the world. NAITA exhibits at the SMD Symposium each August to promote international trade, the Trade Compliance Roundtable, and other related training and events of interest to the aerospace and defense community. Format is a 10 x 10 booth during the two and a half day symposium.
  - **Presenting Sponsor 2020 - \$2,500 – 1 available**  
*Benefits:* - Recognition in pre-event publicity, recognition on display at event, e-newsletter, and promotional flyers; opportunity to include pre-approved literature in the NAITA booth, opportunity to have a volunteer help “man” the booth and promote NAITA upcoming events, including sponsorship of one Trade Compliance Roundtable promoted during the SMDS.
  - **Ambassador Sponsor 2020 - \$1,500**  
*Benefits:* - Recognition in pre-event publicity, recognition on display at event, e-newsletter, and promotional flyers; opportunity to include pre-approved literature in the NAITA booth, opportunity to have a volunteer help “man” the booth and promote NAITA upcoming events.
- **Name Your Own Custom Event – for Professional Service Providers**  
With pre-approval of event by NAITA, this is an opportunity to partner with NAITA on a joint program to share your international trade expertise by providing a training event. Sponsor may invite their own clients, and NAITA will promote to the NAITA membership to invite members to participate.
  - **Ambassador Sponsor 2020 - \$1,500 for one exclusive sponsor**

*Benefits:* Recognition in pre-event publicity, recognition on display at event, enewsletter, and promotional flyers; Number of attendees TBD – if sponsor is paying for meal/refreshment cost, then sponsor can have an unlimited number of attendees. If the event includes a meal and there is a registration fee, sponsor can have up to four attendees and pay for any guests that they would like to attend at no charge. Venue to be approved by NAITA.

- **NAITA Annual Conference App**

The Conference App is a downloadable tool that provides the ability to contact registered participants before, during, and after events as a way to share information: meeting confirmation and/or updates on changes, meeting logistics/directions, slide presentations, follow-up related resources, and event surveys. NAITA would subscribe to use this app feature on an annual basis, providing an opportunity for ongoing recognition at every event that uses the app.

- **Presenting Sponsor 2019** - \$2,500

*Benefits:* Recognition in pre-event publicity, recognition on display at event, enewsletter, promotional flyers, and headlining the app on participants' phones.

- **Ambassador Sponsor 2019** - \$1,500 – *Must have at least 2 to implement this option*

*Benefits:* Recognition in pre-event publicity, recognition on display at event, enewsletter, promotional flyers, and below the Presenting Sponsor logo in the app on participants' phones.

- **Washington International Trade Leadership Update**

The NAITA Washington International Trade Leadership Update will introduce NAITA members to international trade resources in preparation for – or expansion of – the next steps in exporting and provide a forum to meet with key officials regarding favorable international trade legislation. This Update will be held in conjunction with the annual regional Federal Update Event in Washington, DC coordinated by the Huntsville/Madison County Chamber and the Tennessee Valley Region. Resources highlighted may include: U.S. Dept. of Commerce (international marketing and export controls), U.S. Dept. of State (export controls), Ex-Im Bank, U.S. Trade Representative's office, SBA, and/or the U.S. Chamber of Commerce.

- **Presenting Sponsor** – \$2,500 – 1 available

*Benefits of Sponsorship:* Recognition in all pre-event publicity, on event materials, enewsletter, website, and promotional flyers; receives registration list for marketing follow-up. Four representatives can attend the Update with the opportunity for one person to speak briefly on the program.

- **Cross-Cultural Communication Briefings**

*These country/region cross-cultural communication briefings* highlighting country-specific cultural guidelines may be held twice a year. The purpose of these briefings is to demonstrate the impact of culture on business relationships and to give our businesses a competitive edge by preparing them for international interactions. Briefings will cover the following topics: cross-cultural awareness, impact of cultural values on business practices, appropriate and inappropriate behaviors, dining etiquette, gift giving/receiving, and significant holidays.

- **Ambassador Sponsor/Member Mixer Combo – 2020** - \$1,500 – 2 available/Briefing

*Benefits:* Recognition in pre-event publicity; recognition on electronic display at event, on website, enewsletter, and promotional flyers; two representatives at briefing with opportunity to speak briefly on program; receives registration list for marketing follow-up.

- **Consul Sponsor for Briefing Only** - \$750 – 3 available/Briefing

*Benefits:* Receives recognition on electronic display at event and on promotional flyers; one representative at briefing.

- **NAITA Member Mixers 2020**

NAITA Member Mixers are networking events held in conjunction with a NAITA Briefing to facilitate contacts between NAITA members and prospective members. The event attracts 50-75 business attendees and features hors d'oeuvres, beverages (beer, wine, water & soft drinks), and fun giveaways. Food and select beverages (beer, wine, soft drinks @ 2/person) are included in the price of sponsorship. Cash bar also available.

- **Ambassador Sponsor – 2020** - \$1,500 – 3 available/Mixer

*Benefits:* Recognition for NAITA Member Mixer hosted at your site or designated site in all pre-event publicity; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium; receives registration list for marketing follow-up.

- **NAITA Trade Education Tour 2020**

The NAITA Trade Education Tour is a series of briefings in up to 4 communities across North Alabama to educate business and community leaders on the importance of trade to our economy and the resources available to assist companies in developing international markets.

- **Ambassador Sponsor 2020** - \$1,500

*Benefits:* Two attendees at each tour stop with opportunity to speak briefly on program; receives recognition in event program, on electronic display at event, website, promotional flyers, and recognition from the podium.

- **Consul Sponsor 2020** - \$750

*Benefits:* Receives recognition on electronic display at event, website, and promotional flyer; one representative/attendee at each stop.

- **Country/Region Trade Briefings**

Country/Region Trade Briefings are held periodically to highlight a specific market. These briefings are generally planned in conjunction with the Alabama Department of Commerce and the Export Alabama Alliance. Additional briefings will be held as opportunities arise.

- **Consul Sponsor 2020** - \$750

*Benefits:* Recognition in pre-event publicity; recognition on electronic display at event, website, and promotional flyers; a representative at briefing with opportunity to speak briefly on program.

- **NAITA International Business Interchange (IBI)**

The NAITA IBI spotlights a North Alabama company involved in international business, and the event is held at the company facility. Company officials profile their international business activities, and a specific international issue may be highlighted. A question/answer/discussion period will follow the presentation. The meeting will conclude with a tour of the business facility. Networking with light refreshments furnished by the host company and/or sponsor will take place prior to the presentation and during/following the plant/company tour.

- **Consul Sponsor 2020** - \$750

*Benefits:* Recognition for IBI in all pre-event publicity; receives recognition on electronic display at event, website, and promotional flyers.

## **PUBLICATIONS & WEBSITE**

- **Technology & Innovation of North Alabama – Capabilities Booklet 2020**

The booklet is a printed and online publication showcasing North Alabama small business advanced technology capabilities to the world. Company capabilities are proactively shared at international trade events, such as the Paris and Farnborough Air Shows, and with foreign delegations, dignitaries and trade partners to assist in providing international exposure for North Alabama advanced technology small businesses with an interest in initiating or expanding business overseas.

- **Ambassador Sponsor 2020** - \$1,500 – 1 available

*Benefits:* Sponsorship recognition/logo on the outside back cover of the publication plus profile included in printed booklet (if requested) that is shared with international delegations and during overseas trade missions/events, as well as in the online version available worldwide.

- **Resource Partner 2020** - \$500

*Benefits:* Resource provider profile included in printed booklet that is shared with international delegations and during overseas trade missions/events, as well as in the online version available worldwide.

- **NAITA Recruitment Brochure 2020**

500 copies of this brochure are printed annually.

- **Ambassador Sponsor** - \$1,500

*Benefits:* Logo printed on back of brochure. 500 copies printed annually. Used in all NAITA recruiting activities.

- **NAITA eNews/Broadcast Blast 2020**

NAITA emails its visible enewsletter, event invitations, and special announcements weekly to its distribution list of members, prospects, trade multipliers, and elected officials, reaching approximately 1500 individuals each email. The NAITA eNews includes important upcoming events and news of particular interest to the international business community.

- **12 Month Sponsor** - \$750 – 3 available

*Benefits:* Your logo prominently displayed on the top of the enewsletter or email broadcast for approximately 40 issues.

- **6 Month Sponsor** - \$500 - 3 available

*Benefits:* Your logo prominently displayed on the top of the enewsletter or email broadcast for approximately 20 issues.

- **3 Month Sponsor** - \$300 - 3 available

*Benefits:* Your logo prominently displayed on the top of the enewsletter or email broadcast for approximately 10 issues.

*\*Please complete the [LINK TBD](#) and submit to NAITA to secure your sponsorship(s).*