SPONSORSHIP OPPORTUNITIES

Sponsoring an NFRA Convention event is an excellent way to gain exposure for your company and your brands. All Sponsors receive recognition in Convention promotional materials and on special signage at Convention events in addition to the many other benefits listed below.

**MONDAY BREAKFAST SESSION / TUESDAY BREAKFAST SESSION**  $30,000 each

*One sponsorship is available per day.*

- Opportunity to serve your product for breakfast
  *Contact NFRA for more details.*
- Branding opportunities available during breakfast
  *Contact NFRA for more details.*
- Serve as co-host for the Breakfast Session and introduce the morning’s speaker
- Ten complimentary Convention registrations – valued at $6,500
- Complimentary full page, four-color ad in Convention Preview Magazine – valued at $2,545
- Complimentary full page, four-color ad in Convention Program & Directory – valued at $1,915
- Brand/Company logo displayed during breakfast
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

**NFRA NETWORKING RECEPTION**  $10,000

*Three sponsorship are available.*

- Opportunity to serve your product *Contact NFRA for more details.*
- Four complimentary Convention registrations – valued at $2,600
- Complimentary half page, four-color ad in Convention Preview Magazine – valued at $2,185
- Complimentary half page, four-color ad in Convention Program & Directory – valued at $1,645
- Brand/Company logo displayed during the Reception
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events
MONDAY BREAKFAST SESSION / TUESDAY BREAKFAST SESSION    $30,000 each
One sponsorship is available per day.
 Opportunity to serve your product for breakfast
*Contact NFRA for more details.
 Branding opportunities available during breakfast
*Contact NFRA for more details.
 Serve as co-host for the Breakfast Session and introduce the morning’s speaker
 Ten complimentary Convention registrations – valued at $6,500
 Complimentary full page, four-color ad in Convention Preview Magazine – valued at $2,545
 Complimentary full page, four-color ad in Convention Program & Directory – valued at $1,915
 Brand/Company logo displayed during breakfast
 Brand recognition in Convention promotional materials
 Brand recognition on the Convention mobile app and event website
 Brand recognition on special signage at Convention events

NFRA NETWORKING RECEPTION    $10,000
Three sponsorship are available.
 Opportunity to serve your product
*Contact NFRA for more details.
 Four complimentary Convention registrations – valued at $2,600
 Complimentary half page, four-color ad in Convention Preview Magazine – valued at $2,185
 Complimentary half page, four-color ad in Convention Program & Directory – valued at $1,645
 Brand/Company logo displayed during the Reception
 Brand recognition in Convention promotional materials
 Brand recognition on the Convention mobile app and event website
 Brand recognition on special signage at Convention events

MONDAY ANNUAL MEMBERSHIP LUNCHEON    $7,500
Three sponsorship are available.
 Three complimentary Convention registrations – valued at $1,950
 Complimentary quarter page, four-color ad in Convention Preview Magazine – valued at $1,895
 Complimentary quarter page, four-color ad in Convention Program & Directory – valued at $1,425
 Brand/Company logo displayed during the Luncheon
 Brand recognition in Convention promotional materials
 Brand recognition on the Convention mobile app and event website
 Brand recognition on special signage at Convention events

TUESDAY AWARDS LUNCHEON    $7,500
Three sponsorship are available. This luncheon will honor the 2020 Golden Penguin Award Winners.
 Three complimentary Convention registrations – valued at $1,950
 Complimentary quarter page, four-color ad in Convention Preview Magazine – valued at $1,895
 Complimentary quarter page, four-color ad in Convention Program & Directory – valued at $1,425
 Brand/Company logo displayed during the Luncheon
 Brand recognition in Convention promotional materials
 Brand recognition on the Convention mobile app and event website
 Brand recognition on special signage at Convention events

Sponsoring an NFRA Convention event is an excellent way to gain exposure for your company and your brands. All Sponsors receive recognition in Convention promotional materials and on special signage at Convention events in addition to the many other benefits listed below.
TASTE OF EXCELLENCE SPIRITS STATION  $5,000
Sponsor the hosted bars for the Taste of Excellence on Sunday evening.

- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition at the Taste of Excellence bars on Sunday evening
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

NFRA NETWORKING RECEPTION BAR  $5,000
Sponsor the hosted bars for the NFRA Networking Reception on Monday evening.

- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition at the NFRA Networking Reception bar on Monday evening
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

CAFÉ NFRA BEVERAGE STATION  $5,000
The beverage station is located in or near Café NFRA and consists of hotel-provided beverages only.

- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition at the Café NFRA Beverage Station
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

NFRA BUSINESS CENTER  $5,000
The NFRA Business Center provides computers and printers for attendees’ convenience.

- Brand/Company logo as screensaver and desktop background
- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events
RETAILER REFRESHMENT STATION
$5,000
The beverage station is located on the retailer meeting room floors and consists of hotel-provided beverages only.

- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition at the Retailer Refreshment Station
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

MOBILE APP  $5,000
Three sponsorships are available. Supports the 2020 Convention Mobile App featuring attendee lists, schedule of events, and more.

- Sponsor-provided banner ad with link to company/brand website
- Two complimentary Convention registrations – valued at $1,300
- Complimentary business card size, four-color ad in Convention Preview Magazine – valued at $1,190
- Complimentary business card size, four-color ad in Convention Program & Directory – valued at $900
- Brand recognition in Convention promotional materials and on event website
- Brand recognition on special signage at Convention events

GENERAL SPONSORSHIP  $2,500
General Sponsors support the overall Convention.

- One complimentary Convention registration – valued at $650
- 50% discount on print or digital Convention advertising
- Brand recognition in Convention promotional materials
- Brand recognition on the Convention mobile app and event website
- Brand recognition on special signage at Convention events

CONTACT NFRA TO TAKE ADVANTAGE OF THESE GREAT BRANDING OPPORTUNITIES!