

# NSSF MARKETING & LEADERSHIP SUMMIT

MAY 10-12, 2022

  
Outside  
**AUSTIN  
TEXAS**



The NSSF Leadership and Marketing Summit will bring together the industry's leading executives and marketing professionals for two days of insights, education, and more networking opportunities than ever before. Combining elements from two of NSSF's most popular events, the Industry Summit and CMO Summit, this is an industry super-conference where you can connect with the industry's top decision makers.

## A must-attend FIREARM INDUSTRY super-conference

### SPONSORSHIP OPPORTUNITIES

Platinum \$20,000 (1)

Gold \$15,000 (2)

Silver \$11,000 (5)

Bronze \$8,000

Supporting \$5,000

### Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

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National Shooting Sports Foundation  
2022 Marketing & Leadership Summit  
11 Mile Hill Road, Newtown, CT 06470-2359

**NSSF**  
The Firearm Industry  
Trade Association

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AN EVENT OF  
**NSSF**  
The Firearm Industry  
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Sponsorship of the 2022 Marketing and Leadership Summit brings a variety of special benefits. Recognition will be given to each sponsor at the social events, on signage and in pre-conference marketing materials. Sponsorship levels begin at \$5,000 for the Supporting level. Please carefully review the following information before making your decision.

<b>BENEFITS</b>	<b>PLATINUM (1) \$20,000</b>	<b>GOLD (2) \$15,000</b>	<b>SILVER (5) \$11,000</b>	<b>BRONZE \$8,000</b>	<b>SUPPORTING \$5,000</b>
Complimentary registrations	6	4	3	2	1
Opportunity to address attendees	✓	✓	Verbal	Verbal	Verbal
Ads in program	Back cover	Inside front cover	Full page	Full page	
Thank you ad	✓	✓	✓	✓	✓
Sponsor table	✓	✓	✓	✓	✓
Inclusion in SHOT Show Directory	✓	✓	✓	✓	
Sponsor provided Item Included in attendee bag	✓	✓	✓		
Welcome letter to attendees	✓				
Exclusive WiFi sponsor	✓				
Logo on cocktail napkins	✓	✓			
<b>EMAIL/SOCIAL MEDIA</b>					
Bullet Points - Over 37K recipients	✓	✓	✓	✓	✓
Mention in Summit press releases	✓	✓	✓	✓	
Promotion on NSSF social media outlets	✓	✓	✓	✓	
Press release	✓	✓	Group	Group	Group
Customized message to registered attendees	✓	✓			
Logo placement on confirmation email	✓	✓			
Sponsor promotion on mobile app	✓	✓			
Post-event email (subject to approval)	✓	✓			
<b>SUMMIT WEBSITE</b>					
Acknowledgement	✓	✓	✓	✓	✓
<b>ALA CARTE</b>					
Web banners	\$1,000				
Hotel key cards	\$5,000				
Lanyards	\$5,000				
Golf outing sponsor	\$10,000				
Shooting outing sponsor	\$10,000				