

NSSF MARKETING & LEADERSHIP SUMMIT

MAY 8-10, 2023

SAVANNAH
GEORGIA



AN EVENT OF
NSSF
The Firearm Industry
Trade Association

The NSSF Marketing and Leadership 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 a super-conference where you can connect with the industry's top decision makers.

A must-attend FIREARM INDUSTRY super-conference

SPONSORSHIP OPPORTUNITIES

Platinum \$25,000 (1)

Gold \$15,000 (2)

Silver \$11,000 (5)

Bronze \$8,000

Supporting \$5,000

Contact Information

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National Shooting Sports Foundation

2023 Marketing & Leadership Summit

6 Corporate Drive, Suite 650, Shelton, CT 06484

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Sponsorship of the 2023 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.

BENEFITS	PLATINUM (1) \$25,000	GOLD (2) \$15,000	SILVER (5) \$11,000	BRONZE \$8,000	SUPPORTING \$5,000
Complimentary registrations	6	4	3	2	1
Opportunity to distribute attendee welcome gift	✓				
Opportunity to address attendees	✓	✓	Verbal Recognition	Verbal Recognition	Verbal Recognition
Ads in e-program	Full page	Full page	Full page	Full page	
Thank you ad	✓	✓	✓	✓	✓
Hospitality suite sponsor	✓				
Sponsor table	✓	✓	✓	✓	✓
Inclusion in SHOT Show Directory	✓	✓	✓	✓	
Welcome letter to attendees	✓				
Exclusive WiFi sponsor	✓				
Logo on cocktail napkins	✓	✓			
EMAIL/SOCIAL MEDIA					
Bullet Points - Over 50K recipients	✓	✓	✓	✓	✓
Mention in Summit press releases	✓	✓	✓	✓	
Promotion on NSSF social media outlets	✓	✓	✓	✓	
Press release	✓	✓	Group	Group	Group
Customized e-message to registered attendees	✓	✓			
Logo placement on confirmation email	✓	✓			
Sponsor promotion on mobile app	✓	✓			
Post-event email (subject to approval)	✓	✓			
Acknowledgement on Summit website	✓	✓	✓	✓	✓
ALA CARTE					
Web banners	\$1,000				
Bag sponsor	\$5,000				
Hotel key cards	\$5,000				
Lanyards	\$5,000				
Mobile app	\$5,000				
Sponsored refillable water bottle	\$5,000				