



NSPS

Sponsorship Opportunities

Support the Future of Surveying & Geospatial Professions



WHY BECOME A SPONSOR?

Because without Surveyors, we'd all be arguing over where the fence goes.

Sponsor NSPS and you'll:



Be seen by thousands of professionals within the surveying community



Champion the future of Surveying and Geospatial Careers



Support Education, Outreach and Technical Training



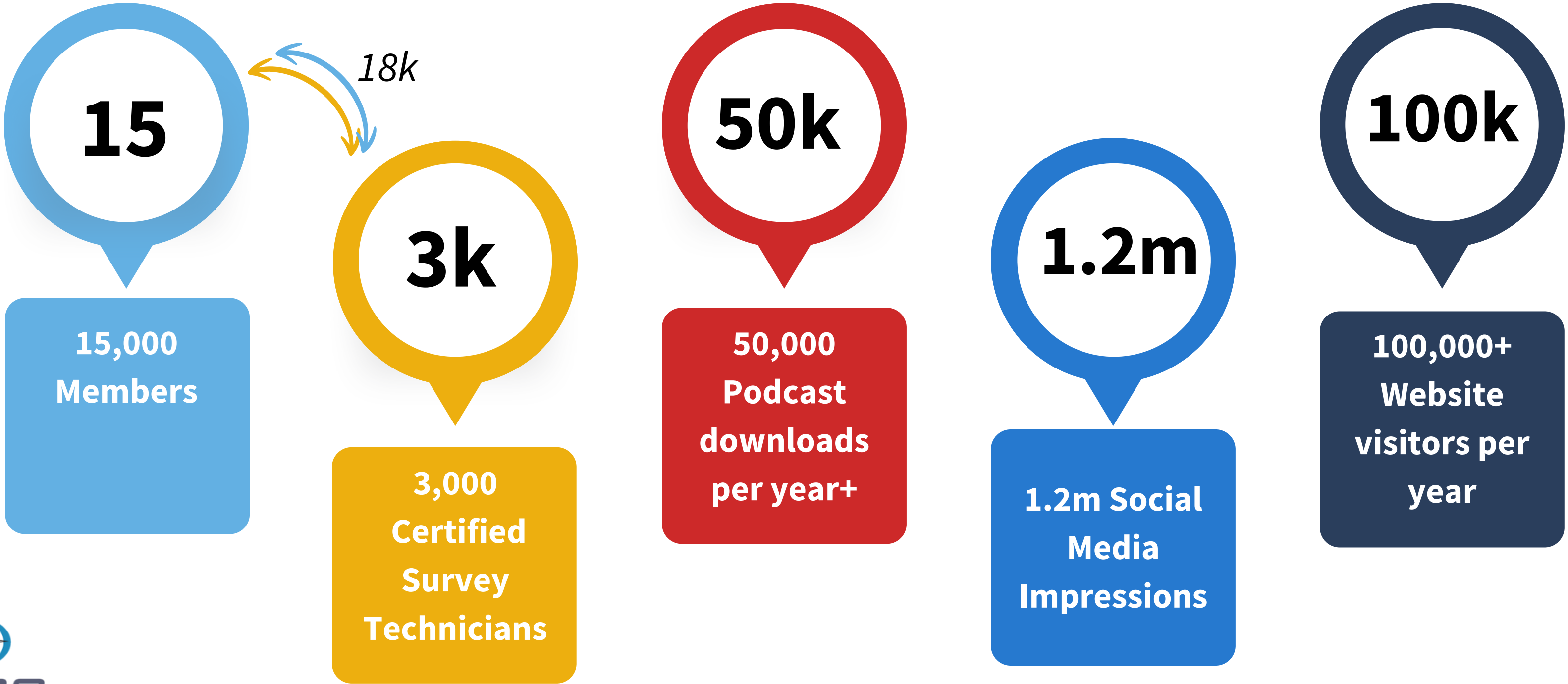
Align with one of the most TRUSTED voices in the profession



Connect with smart, engaged (and not afraid of the topo map) audience

WHO YOU'LL REACH

Surveyors are everywhere and now, so are you



SPONSORSHIP TIERS AT A GLANCE



Let's make your brand unforgettable or at least more memorable than a property line

	 Bronze \$1,000	 Silver \$2,500	 Gold \$5,000	 Platinum \$10,000	 Diamond \$25,000
Sponsored Webinar					x1
Sponsor a Campaign					x1
Representation at Events					included
Featured Podcast/Vlog					x1
Sponsored Podcast Episode					x2
Featured Blog				x1	x2
Sponsored Blog			x1	x1	x2
Boosted Post				x1	x2
Socials 'Sponsor News' post				x1	x2
Featured Socials Campaign				5 posts	5 posts
Sponsored Social Post		1 p/m	2 p/m	2 p/m	4 p/m
Free Posting in our Career Center			included	included	included
15% Discount on Advertising		included	included	included	included
Listed as a Sponsor on the NSPS Website	included	included	included	included	included



Ideal for
New Partners or brands starting to reach surveyors



Brands seeking basic visibility



Businesses looking to grow reach and reputation

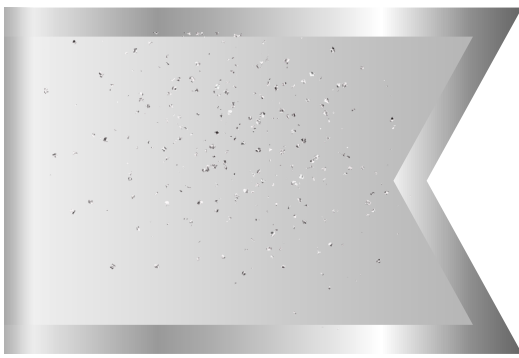


Brands ready for HIGH Visibility and active engagement



Industry leaders committed to deep engagement





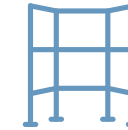
Diamond Sponsorship



1x Sponsored Webinar
Hosted by NSPS with sponsor representation/co-hosting if desired.



1x Sponsor a Campaign*
Campaign, initiative, piece of work, competition; e.g. advocacy campaign, educational materials etc



Representation at Events*
Events NSPS is already planning to attend. Logo included in stand/promo



1x Featured Podcast/Vlog
Dedicated sponsor interview **



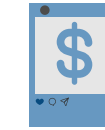
2x Sponsored Podcast
"Episode sponsored by..." from existing planned NSPS Podcast episodes



2x Featured Blog**
Written for/with the sponsor and published/promoted via the usual NSPS channels



2x Sponsored Blog-
"Blog sponsored by..." from existing NSPS content plan where feels relevant.



2x Boosted Post
Paid for, 'boosted' post on 1 NSPS channel. Post may be related to 'Sponsor News' option below



2x Socials 'Sponsor News' Post*+
Can be requested by the sponsor when they have news to share with the NSPS audience



Featured Socials Campaign+
1 week/5 posts of dedicated content, approved by the sponsor, posted within 2 months of sign-up.



4x Sponsored Post+ p/m
"Post sponsored by..." from NSPS planned social posts, where content feels relevant.



Free Postings
on our Career Center web page

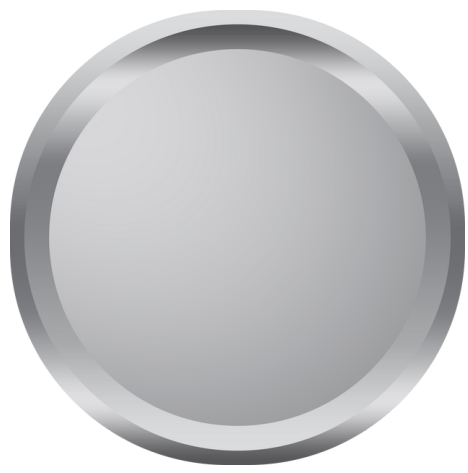


Discounted Advertising
15% off advertising in News & Views newsletter, Web Ads and Stand Alone Ads



Listed and thanked on the NSPS website as a sponsor

* If relevant within the sponsorship term
** Topic that aligns with and supports the values and mission of NSPS
+ Across all NSPS socials channels
- Sponsorship tag remains live for the life of the article/blog



Platinum Sponsorship



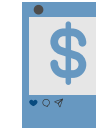
1x Featured Blog**

Written for/with the sponsor and published/promoted via the usual NSPS channels



1x Sponsored Blog-

"Blog sponsored by..." from existing NSPS content plan where feels relevant.



1x Boosted Post

Paid for, 'boosted' post on 1 NSPS channel. Post may be related to 'Sponsor News' option below



1x Socials 'Sponsor News' Post*+

Can be requested by the sponsor when they have news to share with the NSPS audience



Featured Socials Campaign+

1 week/5 posts of dedicated content, approved by the sponsor, posted within 2 months of sign-up.



2x Sponsored Post+ p/m

"Post sponsored by..." from NSPS planned social posts, where content feels relevant.



Free Postings

on our Career Center web page



Discounted Advertising

15% off advertising in News & Views newsletter, Web Ads and Stand Alone Ads



Listed and thanked on the NSPS website as a sponsor

* If relevant within the sponsorship term
** Topic that aligns with and supports the values and mission of NSPS
+ Across all NSPS socials channels
- Sponsorship tag remains live for the life of the article/blog



Gold Sponsorship



1x Sponsored Blog-
“Blog sponsored by...”
from existing NSPS content plan where
feels relevant.



2x Sponsored Post⁺ p/m
“Post sponsored by...”
from NSPS planned social posts, where
content feels relevant.



Free Postings
on our **Career Center web page**



Discounted Advertising
15% off advertising in News & Views
newsletter, Web Ads and Stand Alone Ads



**Listed and thanked on the NSPS
website as a sponsor**



Silver Sponsorship



1x Sponsored Post⁺ p/m
“Post sponsored by...”
from NSPS planned social posts, where
content feels relevant.



Discounted Advertising
15% off advertising in News & Views
newsletter, Web Ads and Stand Alone Ads



**Listed and thanked on the NSPS
website as a sponsor**

Return on Sponsorship Tier (Est.)



Tier	Investment	Est. Annual Reach & Value	ROI Notes
Diamond	\$25,000	800,000–1M+ impressions/year, top-tier engagement, all channels & event presence	Equivalent ad/media value: \$50K–\$60K+. You’re co-creating thought leadership (webinars, podcasts) and integrated into national campaigns — a complete awareness + authority package.
Platinum	\$10,000	500,000–700,000 impressions/year, high-quality content & targeted boosts	Equivalent media value: \$25K–\$30K. Your brand is featured, not just listed. Excellent for visibility and content marketing ROI.
Gold	\$5,000	200,000–350,000 impressions/year, content inclusion & regular social exposure	Equivalent media value: \$10K–\$15K. Strong middle-tier ROI, cost-efficient reach and lead gen potential.
Silver	\$2,500	100,000–200,000 impressions/year, consistent social presence	Equivalent media value: \$5K–\$7.5K. Budget-friendly option to stay visible with trackable monthly touchpoints.
Bronze	\$1,000	50,000–75,000 impressions/year, basic brand presence	Equivalent media value: \$1.5K–\$2.5K. Best for entry-level brand awareness or testing the water.

Return on Investment (ROI)



- Impressions = Brand/content visibility across NSPS channels. Q1 results point to 1.5M+ projected annual impressions.
- Media Value = Equivalent cost of paid exposure across ads, blogs, podcasts, webinars, and social. Calculated using standard industry rates.
- Intangible Value = Boosts credibility, community trust, access to 15K+ professionals, and supports talent/recruitment goals.
- Performance Uplift (Q1 2025)
 - Post clicks ↑ 243%
 - Comments ↑ 655%
 - Shares ↑ 445%
 - National Surveyors Week delivered top-tier engagement

Return on Investment (ROI)



- New Infrastructure
 - With Google Analytics and Mailchimp live, NSPS now tracks campaign performance, enabling better ROI insights and sponsor reporting.
- Diamond Tier Bonus
 - Full-spectrum visibility across all formats
 - Co-branded campaigns = measurable conversions (e.g. 36 lead submissions)
 - Evergreen content (podcasts/blogs/webinars) drives ongoing SEO & discovery
- Tiered Value
 - Platinum/Gold: High-impact reach + consistent brand presence
 - Silver: Affordable entry with monthly social exposure
 - Bronze: Cost-effective listing and lasting credibility boost

Q: What kind of ROI can I realistically expect from this sponsorship?

A: Depending on your tier, you can expect between 50,000 to 1M+ brand impressions annually. Media value ranges from \$2.5K (Bronze) to \$60K+ (Diamond), based on social, web, podcast, and event exposure. Intangible ROI includes industry credibility, talent pipeline access, and thought leadership positioning.

Q: How does NSPS measure the impact of sponsorship exposure?

A: NSPS uses Google Analytics and social media analytics (LinkedIn, Facebook, Instagram, X) to measure impressions, clicks, engagement rates and form submissions. Q1 2025 showed significant tracking improvements, with results tied to campaign activity (e.g., 36 interest submissions linked to March content).

Q: How does this sponsorship align with my company's strategic goals or marketing Key Performance Indicators (KPIs)?

A: NSPS aligns with goals like brand visibility, lead generation, recruitment, product launches and content engagement. Sponsors can choose a tier that maps to KPIs such as impressions, clicks, conversions, or audience reach and benefit from evergreen content (evergreen: maintains their appeal over a long period of time) that supports long-term awareness.

Q: What sets NSPS apart from other industry organizations I could support?

A: NSPS represents the national voice of surveying and geospatial professionals, offering unmatched access to 15,000+ professionals and visibility across professional development, education and advocacy. It's not just a sponsorship—it's a partnership with the profession's future.

Q: Do you have data on the roles or seniority of your audience?

A: LinkedIn analytics suggest a mix of licensed professionals, firm owners, mid-level staff and students/new entrants. A new membership capture process is also in place to enhance demographic targeting and reporting.

Q: How are impressions and reach tracked and reported back to sponsors?

A: Impressions are tracked via:

- GA for website
- Platform analytics for social & podcast
- Customized sponsor reports can be provided depending on the tier and campaign activity.

Q: Can we swap a benefit we don't need (e.g., podcast) for something more useful?

A: In many cases, yes. NSPS offers flexibility to tailor packages to sponsor goals—just let the team know during onboarding.

Q: Can we upgrade mid-year if the campaign is performing well?

A: Yes, upgrades are welcome at any time, with credit applied toward your new tier. Many sponsors use initial tiers as a launchpad.

Q: What's the lead time between commitment and campaign activation?

A: Typically 2–4 weeks, depending on content format and scheduling. Webinars or custom campaigns may require more planning time.

Q: How do we submit our assets and who supports us on this?

A: Submit assets (logo, ad copy, CTAs) via email or shared folder. A designated NSPS marketing contact will support you throughout the process.

Q: What if we have an event or product launch—can we align exposure?

A: Definitely. NSPS will work with you to align timing of content drops, posts, or announcements with your key marketing moments.

NEXT STEPS



- Complete the Sponsorship Form and select your level
- Once form is received, NSPS will be reaching out to discuss your sponsorship
- Send logo, description and any ad copy to info@nsps.us.com

Thank You