



2017 Sponsorship Opportunities Program

About NVLA

Mission: NVLA is the association of choice to collaborate, network and collectively support the vehicle leasing industry.

What makes us unique? NVLA is the leading organization for independent lessors in the US and Canada. Our focus on the independent lessors facilitates a community for our members to network and grow as an industry. NVLA helps our members stay in touch with what is happening in the auto leasing industry by online communities such as LinkedIn as well as a members only list serve in conjunction with our online directory and affinity programs. Members also have access to NVLA legal and accounting counsel, legislative updates and educational programming.

NVLA Membership

NVLA is a growing association comprised of approximately 100 member companies throughout the leasing industry. Membership in NVLA is held by the company, with all employees receiving the benefits of membership. Member dues are dependent on the size of the company by employees for Lessors and number of locations for Associate members.

NVLA's Current Membership

Type	Total
Independent Lessors	70%
Canadian Members	2%
Associate Members	28%

Who attends the NVLA Annual Conference?

NVLA has seen marked registration growth over the past two years, and attendance is projected to reach 150 in 2017. NVLA leaders have a renewed focus on increasing Lessor membership and conference attendance.

Attendee Demographics

Type	Total
Member	73%
Non-Member	27%

Annual Sponsorship Value

The National Vehicle Leasing Association (NVLA) is pleased to offer sponsorship opportunities designed to extend value year-round.

NVLA is the preeminent organization for the leasing industry, promoting responsible legislation and encouraging the highest ethical and professional standards. Our annual conference attracts high level attendees that ensure productive networking among independent lessors and other service providers who are vital to the leasing industry.

Benefit		Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Copper \$1,500
Year Round	Recognition on NVLA Website	<i>Logo & Company Description</i>	<i>Logo & Company Description</i>	<i>Logo & Company Description</i>	<i>Logo & Company Name</i>	<i>Logo</i>	<i>Company Name</i>
	Recognition in Electronic Communications	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Listing</i>
	Email(s) to NVLA members	4	2	1			
	Complimentary NVLA Membership	✓	✓				
	Complimentary Ad in Membership Directory	✓					
	Opportunity to Provide Gifts to Attendees	✓	✓	✓	✓	✓	✓
	Recognition on Conference Signage	✓	✓	✓	✓	✓	✓
	Complimentary Conference Registrations	4	3	2	1	1	1
	Recognition in Conference Program	✓	✓	✓	✓	✓	
	Complimentary Exhibitor Space	✓	✓	✓	✓		
	Logo Placement Between Sessions	✓	✓	✓			
	Speaking Opportunity at Conference Event	✓	✓	✓			
	Mailing List of Conference Attendees	✓	✓	✓			
	Opportunity to Display Vehicles at Event	4	2	1			
	Lessor Roundtable Event	✓					
	Opening Reception Sponsorship	✓					

Conference Sponsorship Opportunities

NVLA 2017 Annual Conference – The Rhythm of Success
Hilton Downtown Nashville – Nashville, TN – April 5-7, 2017

NVLA offers the following conference sponsorship opportunities to provide added exposure for Annual Sponsors during our marquee event. Conference sponsorship opportunities are made available to Annual Sponsors based on the level of their annual commitment.

After the annual sponsor priority selections are made, conference sponsorship opportunities are available on a first-come, first-served basis. If interested, complete this form and send it with payment to NVLA. Payment must be received with this form in order to secure the sponsorship.

All conference sponsors will be recognized on conference signage, in the conference program, on the NVLA website, and in conference promotional emails.

Transportation

Provides roundtrip transportation for conference attendees between Hilton Downtown Nashville and Nashville International Airport. Sponsor provides vehicles, drivers, insurance and any necessary permits

One Sponsorship Available
Wednesday, April 5 | Friday, April 7
At Cost

Welcome Reception

Signage placed on each table during reception, announcement made recognizing the sponsor, opportunity for sponsor to make a five minute presentation from the podium

One Sponsorship Available
Wednesday, April 5
\$2,500

Reception

Signage placed on each table during reception, announcement made recognizing the sponsor, opportunity for sponsor to make a five minute presentation

One Sponsorship Available
Thursday, April 6
\$2,500

Lunch

Signage placed on tables with an announcement made to recognize sponsor

One Sponsorship Available
Thursday, April 6
\$1,000

Breakfast

Signage placed on tables with an announcement made to recognize sponsor

Two Sponsorships Available
Thursday, April 6 | Friday, April 7
\$1,000

Program Ad

Full page color ad in the NVLA conference program.
Unlimited
\$1,000

Room Keys

Hotel room keys with the sponsor's logo will be made and distributed to guests at the time of check-in. Sponsoring company must produce key cards and coordinate distribution at hotel.

One Sponsorship Available
\$1,000

Notepad/Pen Sponsorship

Pens provided by the sponsor and notepads will be distributed in conference rooms with the sponsor's name, NVLA logo, and conference theme for participants to be used during the conference.

One Sponsorship Available
\$1,000

Coffee and Snack Break

Signage placed on the coffee and snack table with an announcement made to recognize sponsor

Three Sponsorships Available
Thursday, April 6 | Friday, April 7
\$500

Badge Lanyards

Lanyard supplied by sponsor will be supplied to each registrant for wearing their name badge

One Sponsorship Available
\$500

Conference Signs

Logo recognition on all conference signs. Tabletop sign at registration desk.

One Sponsorship Available
\$500

Room Drops

Item(s) supplied by sponsor will be dropped in each registrant's room.

Five Sponsorships Available
\$8/room

Golf Sponsorship - Drink Cart

Listing in program & logo placed on sign at golf course.

1 Sponsorship
At Cost (Estimated \$1,000)

Golf Sponsorship - Hole

Listing in program & logo placed on sign at hole. Opportunity for sponsor to distribute prizes, conduct contests, or distribute food and beverages to golf outing participants.

18 Sponsorships
\$250

Golf Sponsorship – Hole Prizes

Listing in program & logo placed on sign on hole. Prizes include longest drive, longest putt, and shortest drive.

3 Sponsorships
\$250

Golf Sponsorship – Raffle Prizes

Provide raffle prizes to be distributed to participants following round.

Unlimited
At Cost

Have a unique sponsorship idea? Contact NVLA Executive Director Mike Mathy at 414-533-3300.

2017 Annual Sponsorship & Conference Agreement

Conference sponsorship opportunities are available to annual sponsors. If interested, please complete this form and return it with payment to NVLA. Payments must be received with this form in order to secure the sponsorship. Please note that the annual sponsorship packages are non-refundable.

Contact Name: _____

Company Name: _____

Address: _____

City / State / Zip / Country: _____

Phone: _____ Email: _____

Annual Sponsorship Package

Diamond
 Platinum
 Gold
 Silver
 Bronze
 Copper

Conference Add-ons *(An annual sponsorship is required in order to purchase a conference add-on)*

<input type="checkbox"/> Transportation	At Cost	<input type="checkbox"/> Room Keys	\$1,000	<input type="checkbox"/> Golf Drink Cart	Cost
<input type="checkbox"/> Opening Reception	\$2,500	<input type="checkbox"/> Notebook/Pen	\$1,000	<input type="checkbox"/> Golf Hole	\$250
<input type="checkbox"/> Reception	\$2,500	<input type="checkbox"/> Snack Break	\$500	<input type="checkbox"/> Golf Hole Prize	\$250
<input type="checkbox"/> Lunch	\$1,000	<input type="checkbox"/> Badge Lanyards	\$500	<input type="checkbox"/> Golf Raffle Prize	Cost
<input type="checkbox"/> Breakfast	\$1,000	<input type="checkbox"/> Signs	\$500		
<input type="checkbox"/> Program Ad	\$1,000	<input type="checkbox"/> Room Drops	\$8/room		

Method of Payment

Check
 Visa
 MasterCard
 American Express
 Discover

Cardholder Name: _____

Card #: _____

Exp. Date: ___/___ CSC (Security Code): _____

Billing address: _____

Signature: _____

Return this form to:
 National Vehicle Leasing Association
 N83 W13410 Leon Road | Menomonee Falls, WI 53051
 mmathy@nvla.org | Fax: 414-359-1671