

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 service providers who are vital to the leasing industry.

Deliverable		Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Copper \$1,500
Year Round	Recognition on NVLA Website	Logo & Company Description	Logo & Company Description	Logo & Company Description	Logo & Company Description	Logo	Logo
	Recognition in Electronic Communications	Logo	Logo	Logo	Logo	Logo	Logo
	Dedicated email(s) to NVLA members	4	3	2	1		
	Sponsor Profile in <i>LeaseWire</i>	✓	✓	✓			
	Sponsor Banner Ad in <i>LeaseWire</i> *	652 x 210 px	652 x 210 px	652 x 210 px	652 x 210 px	728 x 90 px	
	Dedicated Facebook or LinkedIn Post(s)	5	4	3	2	1	
	Complimentary NVLA Membership	✓	✓				
	Complimentary Ad in Membership Directory	✓					
Opportunity to Provide Gifts to Attendees	✓	✓	✓	✓	✓	✓	
Recognition on Rotating Banner	✓	✓	✓	✓	✓	✓	
Recognition in Digital Conference Program	✓	✓	✓	✓	✓	✓	
Complimentary Conference Registrations	6	5	4	3	2	1	
Complimentary Exhibitor Space	✓	✓	✓	✓	✓	✓	
Complimentary Push Notification to Conference Attendees	4	3	2	1			
Recognition on Dedicated Lobby Banner	✓	✓	✓	✓			
Speaking Opportunity at Conference Event	✓	✓	✓				
List of Conference Attendees	✓	✓	✓				

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

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

Conference Sponsor Add-Ons:

Virtual Platform Sponsor

Be the official sponsor of the NVLA Virtual Platform, PheedLoop. Your logo will be featured at the top left corner of all attendees' screens.
\$6,000

Session Sponsor

Special recognition with logo, pre-roll graphic before session is live, 90 second pre-recorded pitch before session starts, recognition in conference program book.
\$4,500

Push Notifications

A push notification is delivered to the home screen of an attendee's device and is one of the most direct ways to get a message in front of an audience. Example: Push notification directing attendees to the exhibitor booth or sponsored.
\$750

Program Ad

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

NVLA Year-Round Add-Ons:

Webinar Sponsor

Special recognition with logo and description in waiting room, 2-minute pre-recorded pitch before session starts, logo incorporated in slide deck, if applicable
\$2,750

Dedicated Email to NVLA Database

NVLA dedicated emails are custom-created, stand-alone message created and sent on behalf of the sponsor by NVLA.
\$2,000

Dedicated Company Profile in LeaseWire

- Article Title
- Body text: 500-word text limit
- Banner Ad with desired hyperlink
- Size limit: 728 x 90 px

\$1,500

Dedicated Company Banner Ad in LeaseWire - Large

652x 210 px Banner Ad with desired hyperlink
\$750

Dedicated Company Banner Ad in LeaseWire – Small

728 x 90 px Banner Ad with desired hyperlink
\$500

Social Media – Dedicated Facebook or LinkedIn

Leverage NVLA's network to amplify your messaging. All messages will be indicated as a sponsored message.
\$200

Have a unique sponsorship idea? Contact NVLA Office at 414-533-3300.