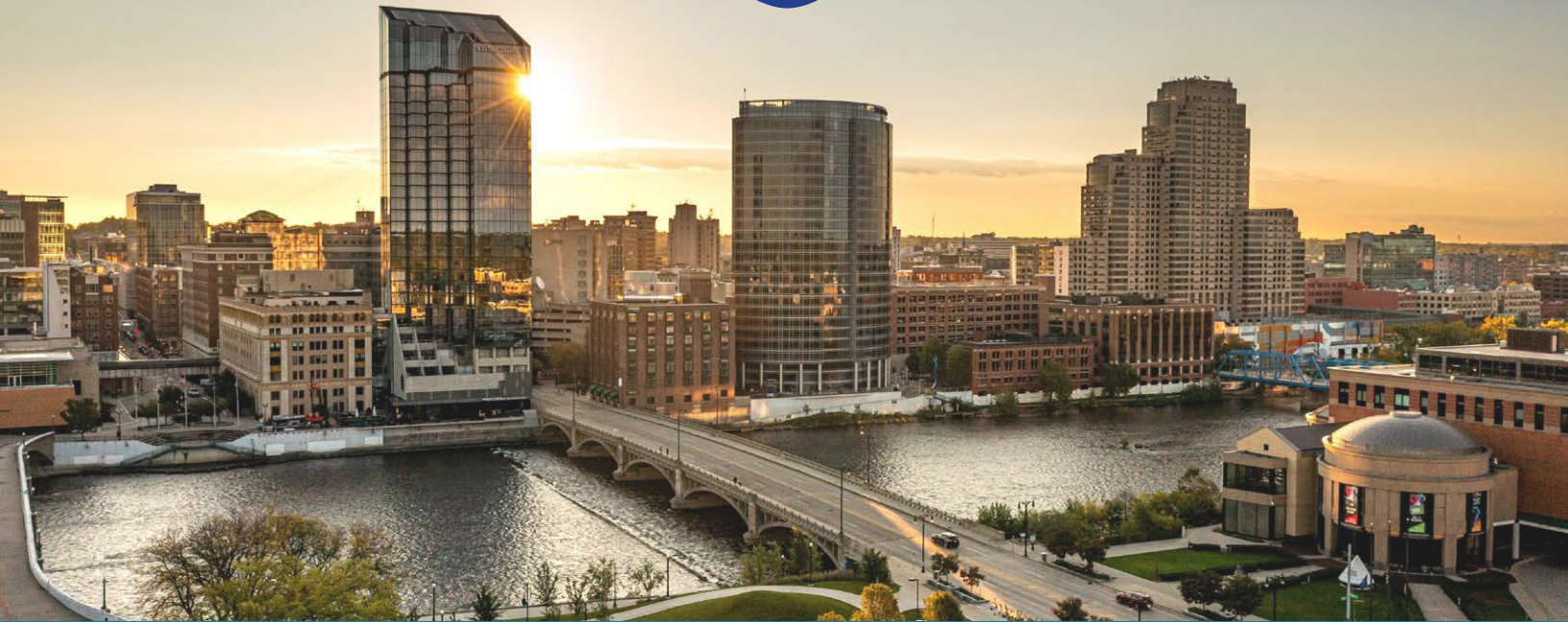


NETA
Conference
2023



CPB
Public Media
Thought Leader
Forum



SPONSOR & EXHIBITOR OPPORTUNITIES

Grand Rapids, MI - Amway Grand Plaza September 10 - 14, 2023

The NETA Conference and CPB Public Media Thought Leader Forum is the only gathering dedicated to the foundational cornerstone of public media: education. The NETA Conference is dedicated to providing public media professionals with meaningful and relevant connections to the people and ideas that are at the heart of our mission to educate, engage, and entertain.

You can support public media professionals from across the country as they learn from national thought leaders and engage in impactful dialogue.

This year the Conference will focus on transforming public media, with content in the following areas: Community Engagement, Content, Education, and Station Management.

If you are interested in one or more of the sponsorship opportunities, please complete the [Sponsor Application](#).

***For further questions about sponsorship and packages, please contact
NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org.***

The NETA Conference is designed to offer a variety of professional development and networking opportunities. Our Conference would not be possible without the investments of our sponsors. As a thank-you for your valuable contributions, NETA will include sponsor branding on the Conference website, Conference signage, advertising, and more. You do not want to miss this opportunity to connect with leaders from across public media!

Mission Sponsor (Exclusive)

\$50,000

This exclusive sponsorship supports the 2023 NETA Conference and CPB Public Media Thought Leader Forum and NETA Members throughout the year. The annual Conference is a way to engage with 1,000+ public media professionals from stations across the country as they gather in Grand Rapids, MI, and virtually. Connect with 2023 NETA Conference attendees through your support for public media when you showcase your business as our Mission Sponsor.

Sponsor will receive:

- Exclusive signage near General Session ballroom and prominent signage throughout Conference area
- Prominent identification with logo in Conference virtual platform and app as Mission Sponsor
- Logo on all pages of Conference website, including a 200-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Joint sponsorship of Public Media Awards Reception and Gala with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage, and all PMA Gala sponsorship items
- Reserved VIP table for Public Media Awards Gala
- Reserved VIP table for all meals and General Sessions during the 2023 NETA Conference
- Prominent logo display as NETA Mission Partner on NETA Conference promotions
- Digital banner on NETA Conference virtual platform and app
- Opportunity to present one Public Media Award (NETA to select category)
- Opportunity to show 60-second promotional video in General Session
- Two on-site booth spaces in exhibit area (preferred location)
- Ten complimentary NETA Conference registrations – can be used for sponsor or for scholarship recipients
- Opportunity to provide unlimited complimentary tote bag insert for all attendees; items must be produced by sponsor
- Opportunity to provide a giveaway during NETA General Session
- Invitation to NETA VIP experiences during the 2023 NETA Conference and throughout the year
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- Access to 2023 NETA Conference registrant list
- Featured content four times/year on NETA LinkedIn
- Featured content four times/year in NETA e-newsletter
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial public media projects
 - » Access to Public Media Learns

Conference Breakfast Sponsor (Three available)

\$20,000

This exclusive sponsorship offers your organization the opportunity to take over breakfast and catch a captive audience. Sponsor will select table decorations, stage elements, etc. (Additional costs may apply; NETA to select food and beverage.) Sponsor will provide program during the mealtime.

Sponsor will receive:

- Five complimentary NETA Conference registrations
- Two on-site booth spaces in exhibit area (preferred location)
- Logo on select Conference promotions
- Listing on Conference virtual platform and app
- Opportunity to provide one complimentary tote bag insert for all attendees
- Access to 2023 NETA Conference registrant list
- Logo on all pages of Conference website, including a 200-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Dedicated email to attendees about meal – designed by sponsor with artwork delivered to NETA according to specifications and timelines defined by NETA
- Dedicated email and social media blitz about sponsor session – with messaging and artwork provided by sponsor
- Dedicated push on Conference virtual platform and app about sponsor activities – combo of meal and session
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

NETA will be responsible for standard decoration and lighting of the room. Sponsor will be required to cover costs of giveaways, and additional decorations and lighting items separate from sponsorship fee.

Conference Lunch Sponsor (Three available)

\$30,000

This exclusive sponsorship offers your organization the opportunity to take over a lunch and catch a captive audience. Sponsor will select table decorations, stage elements, etc. (Additional costs may apply; NETA to select food and beverage.) Sponsor will provide program during the mealtime.

Sponsor will receive:

- Ten complimentary NETA Conference registrations
- Two on-site booth spaces in exhibit area (preferred location)
- Reserved VIP table for Public Media Awards Gala
- Logo on select Conference promotions
- Listing on Conference virtual platform and app
- Opportunity to provide one complimentary tote bag insert for all attendees
- Access to 2023 NETA Conference registrant list
- Digital banner on NETA Conference virtual platform and app
- Digital banner on lunch specific page to feature your sponsorship each time an attendee opens the session
- Logo on all pages of Conference website, including a 200-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Dedicated email to attendees about meal – designed by sponsor with artwork delivered to NETA according to specifications and timelines defined by NETA
- Dedicated email and social media blitz about sponsor session – with messaging and artwork provided by sponsor
- Dedicated push on Conference virtual platform and app about sponsor activities – combo of meal and session
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- One-year NETA Affiliate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system
 - » Access to Public Media Learns

NETA will be responsible for standard decoration and lighting of the room. Sponsor will be required to cover costs of giveaways, and additional decorations and lighting items separate from sponsorship fee.

Public Media Awards Gala Co-Sponsor (Two Available)

\$25,000

The Public Media Awards Gala is the opening event of the conference. This upscale event sets the tone for the Conference as we celebrate the best in public media. The Gala provides a unique place to show your support for the mission and work of public media.

Benefits for a co-sponsor include:

- Logo on all pages of Conference website, including a 200-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Joint sponsorship of Public Media Awards Gala with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage
- Opportunity to show 30-second promotional video in General Session and Public Media Awards Gala
- Five complimentary NETA Conference registrations
- Reserved VIP table for Public Media Awards Gala
- Two on-site booth spaces in exhibit area (preferred location)
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity for item on table settings at Gala; item to be provided by sponsor
- Opportunity to lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- Digital banner on NETA Conference virtual platform and app
- Digital banner on Public Media Awards specific page to feature your sponsorship each time an attendee opens the session
- Invitation to NETA VIP experiences during the 2023 NETA Conference
- Opportunity to present one Public Media Award (NETA will select category)
- Logo on all Public Media Awards Gala promotions
- Recognition in Public Media Awards finalists announcement
- Recognition in Public Media Awards winners announcement
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

Newcomers & Public Media Awards Reception Sponsor (Exclusive)

\$25,000

The Newcomers & Public Media Awards Reception are the opening events of the conference. This upscale event sets the tone for the Conference as we celebrate the best in public media. The Gala provides a unique place to show your support for the mission and work of public media.

Benefits for a co-sponsor include:

- Logo on all pages of Conference website, including a 200-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Opportunity to provide a one- to two-minute (100 words) speaking/welcome opportunity during both Newcomer & Public Media Awards Reception
- Opportunity to show 30-second promotional video in General Session
- Four complimentary NETA Conference registrations
- Reserved VIP table for Public Media Awards Gala
- Two on-site booth spaces in exhibit area (preferred location)
- Opportunity to provide one complimentary tote bag insert for all attendees
- Digital banner on NETA Conference virtual platform and app
- Invitation to NETA VIP experiences during the 2023 NETA Conference
- Opportunity to present one Public Media Award (NETA will select category)
- Logo on all Newcomer & Public Media Awards Reception promotions
- Opportunity to produce and lead a NETA Conference Breakout Session (session must be submitted to NETA for approval)
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

At events like ours, Wi-Fi and charging stations are a “must have”! With this sponsorship, attendees will have only you to thank for getting what they want: FREE Wi-Fi and lots of charging room!

Sponsor will receive:

- Logo on all pages of Conference website, including a 100-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Four complimentary NETA Conference registrations
- One on-site booth space in exhibit area
- Connections area with charging stations in exhibit space (preferred location)
- Opportunity to provide one complimentary tote bag insert for all attendees
- Digital banner on NETA Conference virtual platform and app
- Invitation to NETA VIP experiences during the 2023 NETA Conference
- One-year NETA Associate Membership
 - » Opportunity for recognition of the organization’s support of NETA on your website
 - » Opportunity to create course on Public Media Learns (must be submitted to NETA for approval)
 - » Opportunity to work with NETA to develop mutually beneficial partnerships in support of the public media system

You will have a special “Connections Sponsored By ...” banner and link to your website on the Conference virtual platform and app, premium placement on signage displayed throughout the Conference area, on the Conference website, and special thanks from the main stage. Don’t miss your chance to claim this highly sought-after sponsorship.

Public Media Diversity Leaders Initiative (PMDLI) Track Sponsor

SOLD

Sponsor will receive:

- Logo on all pages of Conference website, including a 100-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Recognition of Public Media Diversity Leaders Initiative Track Sponsorship with a one- to two-minute (100 words) speaking/welcome opportunity in General Session, plus high-impact signage
- Opportunity to provide presentation during NETA Conference General Session and PMDLI Track
- Four complimentary NETA Conference registrations
- One on-site booth space in exhibit area
- Opportunity to provide one complimentary tote bag insert for all attendees
- Logo on all promotion of Public Media Diversity Leaders Initiative Track

Education Innovation Field Trip Sponsor

SOLD

Sponsor will receive:

- Logo on all pages of Conference website, including a 100-word company description, contact information, and link to company website on “Sponsor” page of Conference website
- Four complimentary NETA Conference registrations
- One on-site booth space in exhibit area
- Opportunity to provide one complimentary tote bag insert for all attendees
- Logo on all promotion of Education Innovation Field Trip
- 4 tickets for Education Innovation Field Trip

Break Sponsor (Six Available)

\$7,500

Each morning and afternoon coffee break is situated in the exhibit area, which is located prominently outside of the General Session ballroom. Enjoy various levels of branding and recognition of this event throughout the conference. NETA will select break items.

Conference Bag (Exclusive)

SOLD

Sponsor will receive:

- Logo on all Conference bags
- Opportunity to provide one complimentary tote bag insert for all attendees
- Two complimentary NETA Conference registrations
- Digital banner on NETA Conference virtual platform and app
- Logo on select Conference promotions and signage
- One on-site booth space in exhibit area (preferred location)

“2023 NETA Conference and CPB Public Media Thought Leader Forum” and logo must be visible. NETA must approve final creative and bag features. Bags must arrive at NETA’s designated shipping partner no later than September 1, 2023. NETA will select event bags.

Room Keys

SOLD

This exclusive sponsorship ensures that attendees will see your company or program logo or message every time they enter their rooms. Your logo and/or message will be imprinted on the electronic room key of every 2023 NETA Conference and CPB Public Media Thought Leader Forum attendee. The sponsor pays for design, production costs, and hotel fees, in addition to the sponsorship fee.

Conference Lanyard

SOLD

Highly visible lanyards with your company logo are worn daily by all attendees for sessions, meals, and events. The sponsor pays for design and production costs, in addition to the sponsorship fee.

To maximize the amount of attendee/exhibitor interaction, the exhibit space will be prominently featured in the foyer, near Registration and the General Session ballroom. We have built networking time into the agenda throughout the Conference, allowing attendees time to explore the exhibit area and engage one on one with you. Conference attendees will have the opportunity to explore exhibit booths and stop by for conversation and product discussions or demos during the daily networking breaks.

The exhibit area opens for setup on Sunday, September 10, from noon to 5:00 PM. Exhibitors **MUST** have the installation of their display completed by 5:00 PM on Sunday, September 10. The exhibit area dismantles and move-out will occur on Wednesday, September 13, from 5:00 to 8:00 PM (timing subject to change).

Exhibitors will receive:

- One on-site booth space in exhibit area (booth comes with table, two chairs, trash can, and one-line identification sign with your company name; no linens are provided or available)
- One complimentary NETA Conference registration (includes access to meals, evening events, and Conference sessions; does not include Pre-Con events or Education Innovation Field Trip)
- Opportunity to purchase additional registrations at the Business Partner price of \$400 (maximum of three additional; includes access to meals and events; does not include Pre-Con events or Education Innovation Field Trip)
- Access to 2023 NETA Conference registrant list after the conference is completed
- 100-word company description on Conference virtual platform and app
- Inclusion on signage outside exhibit area
- Acknowledgment on NETA Conference virtual platform and app

PLEASE NOTE: Booths broken down prior to teardown time without prior approval will be charged a \$250 fee. Basic Exhibitor space DOES NOT include electricity, internet connectivity, furniture rental, shipping, or storage costs. Those must be ordered separately via NETA vendor or direct with the hotel. NETA reserves the right to approve booth displays and handouts.

NETA Conference Scholarship

\$1,000/scholarship

Make a lifelong ally by helping a member of public media attend the 2023 NETA Conference and CPB Public Media Thought Leader Forum by underwriting a scholarship. NETA and sponsor will collaborate on scholarship winner criteria as well as promote the scholarship opportunity via social media, e-newsletter, dedicated email to general managers, and a detailed listing of the scholarship provided by sponsor on the Conference website.

Sponsor will receive:

- Logo on select Conference promotions
- Recognition in dedicated scholarship email of your support
- Recognition during General Session of scholarship support

Scholarship will cover one full Conference registration or a \$500 travel stipend at discretion of the sponsor. Sponsor will select recipient based on chosen criteria; NETA available to choose at request of sponsor.

Bag Insert

\$750

With your message or gift “in the bag,” attendees are certain not to miss it. This year’s bag will hold our meeting essentials, including your special item. This item represents one paper insert or one promotional item. No assembly or collation services will be provided. Please budget for approximately 500 pieces. NETA must review and approve item.



GENERAL INFO & GUIDELINES

1. Breakout Session placement will be determined by NETA.
2. 8' deep x 10' wide exhibit space (booth comes with a table, two chairs, trash can, and one-line identification sign with your company name; no linens are provided or available). Power and other items will be subject to additional billing.
3. Booths broken down prior to teardown time without prior approval will be charged a \$250 fee.
4. Once you've decided the sponsorship opportunity that best fits your organization, you will receive a sponsorship agreement to be completed and signed. Shipping address and deadlines for materials will be sent by August 1, for delivery by September 8.
5. Sponsors must provide high-resolution logos for use in print materials (ai, eps, tiff files accepted). If you do not have these file types, NETA can produce one based on your available file for an additional cost.
6. NETA believes in working with like-minded organizations. We reserve the right to deny sponsorship requests from organizations that do not align with our mission and values.

If you are interested in one or more of the sponsorship opportunities, please complete the [Sponsor Application](#).

*For further questions about sponsorship and packages, please contact
NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org.*



SPONSORSHIP & EXHIBITOR SUMMARY

Mission Sponsor	\$50,000
Conference Breakfast Sponsor	\$20,000
Conference Lunch Sponsor	\$30,000
Public Media Awards Gala Co-Sponsor	\$25,000
Newcomers & Public Media Awards Reception Sponsor	\$25,000
Connections Sponsor	\$10,000
Public Media Diversity Leaders Initiative (PMDLI) Track Sponsor	SOLD
Education Innovation Field Trip Sponsor	SOLD
Break Sponsor	\$7,500
Conference Bag Sponsor	SOLD
Room Keys	SOLD
Conference Lanyard	SOLD
Exhibit Booth	\$3,000
NETA Conference Scholarship Sponsor	\$1,000
Bag Insert	\$750

Want to tailor a sponsorship package to your company?

Contact NETA Vice President, Education Tim Eernisse at 803.978.1597 or teernisse@netaonline.org