

National Association of Professional Organizers

2010 Sponsorship Packages

For More Information or to Become a Sponsor,

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www.napo.net



Why is NAPO® Important to Your Business?

The premier national association dedicated to the field of organizing, the National Association of Professional Organizers® (NAPO) is The Organizing Authority®. NAPO's mission is to develop, lead, and promote professional organizers and the organizing industry. Founded in 1985 as a not-for-profit educational, professional association, NAPO is dedicated to serving its thousands of members through education, networking, industry resources, and promotion of the profession to the public. Companies who manufacture, sell, and distribute organizing products and organizing industry-related services play a vital role within NAPO. These companies provide products and services that are essential to a NAPO professional organizer member's success.

Who are NAPO Members?

NAPO members, numbering in excess of 4,100 throughout the United States and 12 other countries, span the organizing industry, ranging from novices to seasoned veterans. In addition to professional organizers who specialize in residential, small business, and corporate organizing, members include organizing consultants, productivity and efficiency experts and specialists, speakers, trainers, authors, coaches, practitioners, educators, employees of professional organizers, and manufacturers, sellers, and distributors of organizing products and services.

NAPO Members have DIRECT PURCHASING POWER and INFLUENCING AUTHORITY over the decisions being made by their clients regarding new organizing products and services.

How Does NAPO Serve its Members?

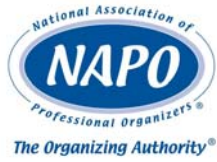
NAPO serves its members by providing them with the resources and tools required to expand their knowledge and achieve success in the ever-changing and developing field of professional organizing. The Association provides education, industry and business-related tools and information, discounted access to the Certified Professional Organizer® (CPO®) exam, networking and knowledge-sharing opportunities, and the chance to participate in a wide community of professionals.



When You Are Successful, We Are Successful.

Benefits of Support:

- Unique opportunities to introduce your products and services to **KEY DECISION MAKERS AND INFLUENCERS**, who spend thousands of dollars annually on organizing products and services.
- Drive brand loyalty and create awareness and visibility for your products and services through a valuable integrated **RECOGNITION CAMPAIGN** for your company by becoming a NAPO Sponsor.
- All Sponsors, at various levels, receive increasing degrees of exposure through three **PRIMARY TOUCH POINTS**. They are: on-site, on-line, and in print and promotions.
- Partnering with NAPO will allow you to maximize your exposure and **GAIN TRACTION** on both a domestic and international scale. Our solutions are not “one size fits all.” If one of the following packages is not right for your company, NAPO offers stand-alone Annual Conference, Membership, and Get Organized Month Sponsorship opportunities, and will work to customize a solution that meets your goals and new business development objectives.



NAPO 2010 Sponsorship Packages

These **NEW** opportunities were crafted by NAPO to develop a sense of community around the companies that continuously support the Association, and recognize their ongoing effort to provide cutting-edge products and services to professional organizers and their clients.

All the benefits of these NAPO Sponsorship Packages, at the three levels outlined below, are designed to bring **INTEGRATED VALUE** to both the sponsor and NAPO members at multiple touch points.

Annual Platinum Sponsorship:	\$10,000 annually
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- Annual Premier Industry Partner Membership benefits (which includes sponsorship of Get Organized Month, one (1) complimentary 10X10 Exhibits Booth, one (1) complimentary Conference Registration Pass, three (3) Exhibit Only Passes, and one (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Partner/Sponsor email blast received by entire NAPO membership and conference attendees)
- Four (4) full-pg. ads in *NAPO News*
- A 20% discount on additional advertising in *NAPO News* (first-come, first-served, space-available basis)
- One (1) half-pg. horizontal ad in Organizing Showcase on member section of NAPO's Web site
- Platinum Sponsor benefit at the NAPO Annual Conference, including
 - ✓ One (1) additional complimentary Conference Registration Pass
 - ✓ One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
 - ✓ One (1) full pg. color ad in Conference Program Book
 - ✓ A 20% discount on How-To Session sponsorship
 - ✓ A 20% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

**Annual Gold Sponsorship:****\$6,100 annually**

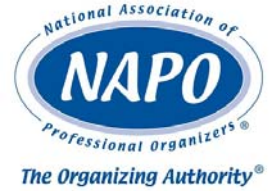
- Annual Industry Partner Membership benefits (which includes One (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Sponsor/Partner email blast received by entire NAPO membership and conference attendees)
- Sponsorship of Get Organized Month
- One (1) quarter-pg. vertical ad in *NAPO News*
- A 20% discount on advertising in *NAPO News* (first-come, first-served, space-available basis)
- Gold Sponsor benefit at the NAPO Annual Conference, including
 - ✓ Two (2) complimentary Conference Registration Passes & Three (3) Exhibit Only Passes
 - ✓ One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
 - ✓ One (1) complimentary 10x10 Exhibits Booth
 - ✓ A 20% discount on Conference Program Book advertising
 - ✓ A 15% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

Annual Silver Sponsorship:**\$3,500 annually**

- Annual Associate Member Package benefits
- Sponsorship of Get Organized Month
- One (1) quarter-pg. vertical ad in Organizing Showcase on member section of NAPO's Web site
- A 15% discount on advertising in *NAPO News* (first-come, first-served, space-available basis)
- Silver Sponsor benefit at the NAPO Annual Conference, including
 - ✓ One (1) piece of literature to be stuffed in registration packets – Sponsor to provide the literature and NAPO to approve contents
 - ✓ 30% Discount on Exhibits Booth space
 - ✓ One (1) logo placement and 50 word company description with URL listing in the Conference Exhibitor/Partner/Sponsor email blast received by entire NAPO membership and conference attendees
 - ✓ A 10% discount on Conference Program Book advertising
 - ✓ A 10% discount on stand-alone Annual Conference Sponsorship opportunities (first-come, first-served basis)

Please [contact NAPO](#) for more details regarding stand-alone Annual Conference Sponsorship opportunities.

NAPO 2010 Sponsorship Agreement



Please print or type clearly

Company: _____

Company Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Web site: _____

Telephone: _____ Fax: _____

We would be proud to become a 2010 NAPO Sponsor:

Annual Sponsorship Package: Platinum Gold Silver \$ _____
(check one)

Stand-alone Annual Conference Sponsorship Opportunities:

_____ \$ _____

_____ \$ _____

Total Sponsorship Amount: \$ _____

Agrees to the following:

The undersigned hereby certifies he/she is a duly authorized representative of the applicant company, that the information provided is true, and that he/she, on behalf of the applicant company, understands and agrees to the sponsorship information provided herewith, which by this reference is herein incorporated and made a part hereof. **Payment Terms: Due Upon Receipt**

Signature: _____

Printed Name: _____

Date: _____

Payment Information:

Check (Made payable to NAPO, drawn on U.S. bank in U.S. dollars)

Amount Enclosed: \$ _____

Credit Card

Type of Card: _____ Card Number: _____ Exp. Date: _____

Name that Appears on Card: _____

Signature: _____

Total to be Charged: \$ _____

Tax Id#: 31-1601644. All contributions are tax deductible under the 501(c)(3) clause of the IRS tax codes.

Please return reservation form with payment to:

NAPO

15000 Commerce Parkway, Suite C

Mount Laurel, NJ 08054

Email: napo@napo.net

Phone: 856.380.6828 Fax: 856.439.0525