NASBLA

67TH ANNUAL CONFERENCE

SPONSORSHIP PROSPECTUS

SEPTEMBER 15 – 17, 2026
KNOXVILLE, TENNESSEE

Partner With the Leaders Shaping Recreational Boating Safety

The National Association of State Boating Law Administrators (NASBLA) invites you to partner with us at the 2026 NASBLA Annual Conference, taking place September 15–17, 2026, in Knoxville, Tennessee.

This premier national event brings together more than 300 influential professionals from across the recreational boating safety community, including:

- State and territorial boating law administrators
- Federal agency representatives
- Marine law enforcement professionals
- Boating safety educators
- Nonprofit and outreach partners
- Industry leaders and decision-makers

This is not a passive audience. These are the individuals shaping policy, driving education, leading enforcement efforts and influencing the future of recreational boating safety nationwide.



WHY SPONSOR NASBLA?

Direct Access to Decision-Makers
Engage with professionals who influence purchasing decisions, policy development and program implementation across all 56 states and territories.

National Visibility
Position your organization alongside a respected national association at the forefront of recreational boating safety.

Meaningful Engagement
Build relationships through in-person interactions, networking events and high-impact touchpoints throughout the conference.

Targeted Audience
Reach a highly specialized audience aligned with your mission, products or services — without the noise of broader, less-focused events.

SPONSORSHIP OPPORTUNITIES OVERVIEW

NASBLA offers a range of sponsorship opportunities designed to meet your organization's goals — whether you are looking to maximize brand visibility, engage directly with attendees or align with key moments throughout the conference.

Opportunities are organized into three categories:

- **Sponsorship Levels** (broad visibility and benefits)
- **Exclusive Sponsorship Opportunities** (high-impact, limited availability)
- **Event Sponsorships** (premium branding during key experiences)

SPONSORSHIP LEVELS



PRESENTING SPONSOR — $25,000 (EXCLUSIVE)

“NASBLA Annual Conference presented by [Sponsor]”

The highest level of partnership, offering unmatched visibility and direct engagement with all attendees.

BENEFITS INCLUDE:

- Top logo placement across all conference materials, including website, emails, signage and mobile app
- Opportunity to deliver a general session presentation to all conference attendees *(content subject to NASBLA approval)*
- Exclusive badge sponsorship with logo on all attendee badges
- Premium exhibit booth location plus two additional representatives
- Three push notifications through the conference mobile app
- Verbal recognition at opening ceremonies, opening general session, closing ceremonies and awards banquet
- Recognition in pre- and post-event communications
- Featured sponsor spotlight on NASBLA social media

PLATINUM SPONSOR — $18,000 (2–3 AVAILABLE)

A high-visibility opportunity to position your organization as a key partner of the conference.

BENEFITS INCLUDE:

- Prominent logo placement across conference materials, website and app
- Opportunity to sponsor and introduce a general session *(no standalone presentation)*
- Verbal recognition at opening and closing ceremonies
- Exhibit booth with priority placement and one additional representative
- One push notification through the mobile app
- Recognition in pre-event promotional materials
- Social media sponsor spotlight

SPONSORSHIP LEVELS (CONT.)

GOLD SPONSOR — $10,000 (5 AVAILABLE)

A strong visibility package with opportunities to enhance your presence through additional sponsorships.

BENEFITS INCLUDE:

- Logo placement on conference website, signage and mobile app
- Exhibit booth included *(includes one representative)*
- Recognition in conference materials and mobile app
- Verbal recognition at opening ceremonies
- Priority access to add one event sponsorship *(subject to availability)*

SILVER SPONSOR — $5,000

An entry-level sponsorship offering consistent visibility throughout the conference.

BENEFITS INCLUDE:

- Logo placement on conference website and mobile app
- Recognition in conference materials





EXCLUSIVE SPONSORSHIP OPPORTUNITIES

These opportunities provide focused, high-impact visibility and are available on a limited basis.

LANYARD SPONSOR — $7,500 (EXCLUSIVE)

- Logo printed on all attendee lanyards
- Distributed to every attendee at registration
- Recognition in the conference mobile app
- Opportunity to provide a branded giveaway

T-SHIRT SPONSOR — $7,500 (EXCLUSIVE)

- Prominent logo placement on official conference T-shirt
- Distributed to every attendee at registration
- Option to include branded messaging *(subject to NASBLA approval)*
- Recognition in the conference mobile app

MOBILE APP SPONSOR — $7,500 (EXCLUSIVE)

- Splash screen branding upon app launch
- Banner ad placement within the app
- Two push notifications
- Recognition on app download signage
- Recognition in the conference mobile app

GENERAL SESSION ROOM SPONSOR — $7,500 (EXCLUSIVE)

- Naming recognition for the general session room
- Prominent signage inside and outside the general session room
- Logo displayed before and between sessions
- Verbal recognition during the opening general session
- Opportunity to provide branded materials in the room *(subject to approval)*

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EXCLUSIVE SPONSORSHIP OPPORTUNITIES (CONT.)

BREAKOUT ROOM SPONSOR — $4,500 (2 AVAILABLE)

- Naming recognition for one breakout room
- Signage inside and outside the room
- Logo displayed on screen prior to sessions
- Recognition in the conference mobile app
- Opportunity to provide branded materials in the room *(subject to NASBLA approval)*

NETWORKING / HOSPITALITY SPONSOR — $6,500

- Branded networking or hospitality area
- Signage inside and outside the networking area
- Recognition in the conference mobile app

OFFICIAL WI-FI SPONSOR — $6,000 (EXCLUSIVE)

- Custom Wi-Fi network name and password
- Logo on all Wi-Fi signage
- Recognition in the mobile app

REGISTRATION SPONSOR — $6,000 (EXCLUSIVE)

- Branding at registration/check-in area
- Recognition on registration materials
- Opportunity to provide branded materials for the registration desk *(subject to NASBLA approval)*
- Opportunity to provide a branded giveaway



EVENT SPONSORSHIP OPPORTUNITIES

Align your organization with the most engaging and memorable moments of the conference.

CHAIR'S RECEPTION — $12,500 (EXCLUSIVE)

- Naming rights: "Chair's Reception sponsored by [Sponsor]"
- Opportunity for brief welcome remarks
- Prominent event signage
- Recognition in the conference mobile app

AWARDS BANQUET — $10,000 (EXCLUSIVE)

- "NASBLA Awards Banquet presented by [Sponsor]"
- Logo displayed during awards presentations
- Signage at entrance and on stage
- Reserved table with centerpiece

OFFSITE EVENT — $8,500 (EXCLUSIVE)

- Naming rights
- Onsite signage and branding
- Recognition in event promotions

EXHIBITOR RECEPTION — $7,500 (EXCLUSIVE)

- "Exhibitor Reception brought to you by [Sponsor]"
- Branding at entrance and within exhibit hall
- Verbal recognition prior to event

COFFEE BREAK SPONSOR — $5,000

- Signage at coffee stations
- Recognition in mobile app

CONTINENTAL BREAKFAST — $3,500 PER DAY

- Signage at breakfast station
- Recognition in mobile app

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SECURE YOUR SPONSORSHIP



Sponsorship opportunities are limited and offered on a first-come, first-served basis.

We encourage early commitment to maximize your visibility and ensure availability of preferred opportunities.

CONTACT INFORMATION

To reserve your sponsorship or request additional information, please contact:

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