

APRIL 22-24, 2022 | TAMPA, FL



NAIA
National
Animal Interest
Alliance

A CONFERENCE FOR PRESERVATION BREEDERS



SPONSORSHIP OPPORTUNITIES



ABOUT NAIA

NAIA is an educational resource for the general public and a credible, rational alternative to animal rights extremism. Our mission is to promote the welfare of animals, to strengthen the human-animal bond, and to safeguard the rights of responsible animal owners, enthusiasts, and professionals through research, public information campaigns, and sound public policy. Following are three primary areas of focus:

- 1. Presenting information/resources to expand public knowledge about animal welfare issues.**
 - The 2022 Annual Conference: A Conference for Preservation Breeders**
 - The Weekly Roundup*** e-newsletter (subscribe on naiastrust.org),
 - Videos by past NAIA conference presenters** (www.youtube.com/user/naiaonline.org),
 - “Speaking of Animals” and Get Real” podcasts**
 - Consider the Source**, a public awareness program that provides evidence-based information about complex and controversial issues affecting animals and the people who live and work with them.
 - Discover Animals** website for children and adults, and
 - The Shelter Project**, the largest database of its kind and only free source of shelter data.
- 2. Expanding the Homes for Animal Heroes program to rehome dogs that contributed to biomedical research.** Now in its fifth year, the program has grown to 15 states and more than 21 research institution partners. The fourth annual Run for Research Awareness virtual 5K is currently underway across the nation to raise vital program support and awareness of the role animals in the prevention, cure, and treatment of diseases.
- 3. Supporting the enforcement of local policies and state and federal legislation that mandate the proper treatment of animals and provide penalties for animal abuse.** NAIA is working for the passage of our bill, the Healthy Dog Importation Act HR 6921, that will clarify the authority of USDA to oversee dog imports, impose meaningful health requirements, and create a national database for certificates of veterinary inspection for dogs transported nationally and internationally.



THE CONFERENCE

The 2022 National Animal Interest Alliance (NAIA) Conference celebrates the 30th anniversary of NAIA and a tradition of bringing together representatives from diverse animal-related fields with a shared interest in animal well-being, the human–animal bond, a passion for working with animals, and a desire for reasonable legislative remedies.

Each year, NAIA plans its conference around topics of current importance to animal professionals, owners, and caregivers, presenting cutting-edge information and rallying the most committed animal enthusiasts to action. This year we present “A Conference for Preservation Breeders.”

AUDIENCE: 100–150 attendees

VENUE: Double Tree by Hilton Tampa Airport Westshore, 407.352.1100

CONFERENCE FORMAT: The schedule and numerous recognition opportunities enable you to grow your knowledge about endangered breeds while building your business/brand awareness among an audience of animal welfare leaders. A lively welcome reception on Friday evening kicks off the conference and is the first opportunity for all sponsors, exhibitors, speakers, and attendees to connect. The schedule for Saturday and Sunday starts with breakfast presentations followed by morning sessions, a lunch presentation, and afternoon sessions. Refreshment breaks are provided, as well as ample time to network. Saturday’s dinner, with cocktail hour and live music, offers additional time to connect.

SPEAKERS: Nationally renowned experts in animal science, genetics, conservation, husbandry, veterinary medicine, and advocacy. Visit <https://naiaconference.com> for speaker bios.



YOUR SPONSORSHIP

Your sponsorship of the 2022NAIA Conference demonstrates your commitment to an issue your customers and employees care deeply about: the welfare of animals. When you sponsor the NAIA Conference, you not only build awareness among conference attendees, but you also reach our entire alliance of animal scientists, veterinarians, pet industry business owners and leaders, dog, cat and bird club enthusiasts, farmers, sportsmen, conservationists, and pet owners. Let NAIA's website, e-news audience, and social media help showcase your commitment to animal welfare. Reciprocal posts/shares, links, and mentions in your business newsletters and other marketing materials bolster the impact of your sponsorship.

SPONSORSHIP LEVELS

Presenting Sponsor \$15,000 (1 available)

Take top billing on all marketing materials when your business is listed over-the-title of the conference and be recognized as the sponsor of the Welcome Reception.

Diamond Sponsor \$10,000 (1 available)

Receive premiere marketing recognition as sponsor of the Saturday night dinner.

Platinum Sponsor \$7,500 (2 available)

Earn prominent marketing recognition as sponsor of one of the lunches.

Gold Sponsor \$5,000 (2 available)

Showcase your commitment as sponsor of one of the breakfasts.

Silver Sponsor \$2,500 (2 available)

Your business will be recognized as the a.m. and p.m. coffee/refreshment station sponsor for one day.

Well Wisher \$1,000

Includes a second registration.

Exhibitor \$500

Showcase your products/services as an exhibitor. Conference registration included.

All sponsorships include recognition on event digital and print marketing .



SPONSORSHIP BENEFITS

	Presenting Sponsor \$15,000	Diamond Sponsor \$10,000	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Well Wisher \$1,000	Exhibitor \$500
Over-title recognition	★						
Special recognition as event/meal sponsor	Saturday night dinner	Welcome reception	One lunch	One breakfast	Coffee/ refreshment breaks for one day		
VIP seating at all meals and special events	★	★	★	★	★		
Social media recognition	★	★	★	★	★		
Logo on digital and print event signage	★	★	★	★	★	★	
Logo and link on conference website	★	★	★	★	★	★	★
Number of registrations included	4	4	4	2	2	2	1
Recognition in conference program	Full-page ad	Full-page ad	1/2 page ad	1/2 page ad	1/4 page ad	Logo	Logo
One 6-foot exhibitor display table a	★	★	★	★	★	★	★



SPONSORSHIP COMMITMENT FORM

CONTACT INFORMATION

Company Name _____

Contact Name & Title _____

Street Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

Contact Name & Title _____

Email _____ Phone _____

SPONSORSHIP LEVEL

- | | | | |
|---|---|---|---------------------------------------|
| <input type="radio"/> Presenting Sponsor \$15,000 | <input type="radio"/> Platinum* \$7,500 | <input type="radio"/> Silver \$2,500 | <input type="radio"/> Exhibitor \$500 |
| <input type="radio"/> Diamond* \$10,000 | <input type="radio"/> Gold* \$5,000 | <input type="radio"/> Well Wisher \$1,000 | <input type="radio"/> Other \$_____ |

For Sponsors of \$1,000+ Would you like an exhibitor table? ☐ Yes ☐ No

PAYMENT

☐ Check enclosed ☐ Invoice me ☐ Credit card (Circle One): Visa Mastercard AmEx Discover

Cardholder Name _____

Card Number _____ Expiration Date _____ CVC Code _____

Signature _____ Today's Date _____



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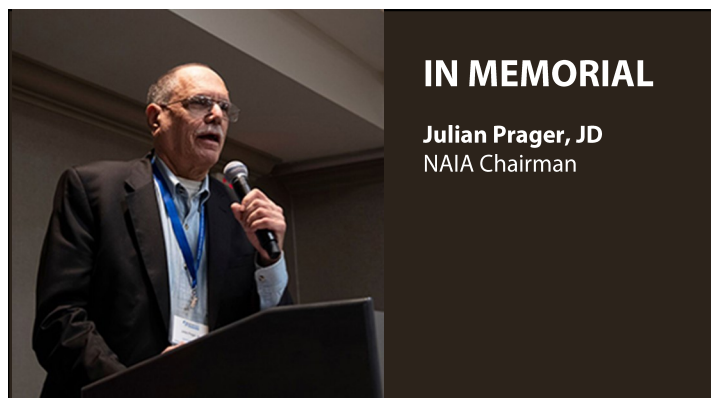
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