



# 2021 Sponsorship Opportunities

# ABOUT NDAA

Founded in 1950, the **National District Attorneys Association (NDAA)** is a national, non-partisan non-profit membership association that provides training, technical assistance, and services to prosecutors around the country in support of the prosecution profession.

As the oldest and largest association of prosecutors in the country with over 5,000 members, our mission is to be the voice of America's prosecutors and to support their efforts to protect the rights and safety of the people by providing members with the knowledge, skills, and support they need to ensure justice is attained.

NDAA, located in Arlington, VA, represents state and local prosecutors' offices from both urban and rural districts, as well as large and small jurisdictions.

NDAA serves as a nationwide, interdisciplinary resource center for research, training, knowledge building and accountability as it works to promote a fair and equitable administration of justice.

## WHY BECOME A NDAA SPONSOR?

As a NDAA sponsor, you will have numerous in-person and virtual opportunities to connect with more than 5,000 NDAA members who are:

- Elected and appointed prosecutors
- Assistant or deputy prosecutors
- Military prosecutors
- Investigators
- Office administrators

Our membership includes prosecutors who have decades of experience or are just beginning their professional careers. They serve large, urban areas and small, rural communities and everything in between.

If your organization provides products or services to prosecutors or has a commitment to victims of crime, NDAA event sponsorship provides increased visibility within the criminal justice community and supports its efforts to protect the rights and safety of the American people.

**Contact** Lauren Harley at [lharley@ndaajustice.org](mailto:lharley@ndaajustice.org) or 703-519-1644 to learn more.



NDAA develops and supports enhanced expertise in the program areas of gun violence, juvenile justice, DNA/forensic science, violence against women, child abuse, capital litigation, traffic law, human trafficking, and much more.



National District Attorneys Association

1400 Crystal Drive, Suite 330 | Arlington, VA 22202 | 703.549.9222 | [ndaajustice.org](http://ndaajustice.org)

# VIRTUAL CAPITAL CONFERENCE

**February 2-4, 2021**

Each year, more than 150 state and local prosecutors join us for this educational and networking event to better connect with lawmakers, administration officials, and policy advocates. Participating as a sponsor is a great way to build relationships with these highly engaged attorneys and create brand recognition for your organization.

| Benefits per Event Sponsorship  | Gold Sponsor<br>\$10,000 | Silver Sponsor<br>\$5,000 |
|---|--------------------------|---------------------------|
| 3 to 5-minute speaking opportunity at the conference                          | ✓                        |                           |
| A copy of the registration list with email addresses for one-time use         | ✓                        |                           |
| Your company logo with a hyperlink included in at least one promotional email | ✓                        |                           |
| Highly visible placement of your logo on the conference welcome page          | ✓                        | ✓                         |
| Listing as a sponsor on the conference webpage                                | ✓                        | ✓                         |
| Two (2) complimentary conference registrations                                | ✓                        | ✓                         |
| Recognition as networking event sponsor                                       | ✓                        |                           |

## Capital Conference Swag *Multiple opportunities available*

Treat Capital Conference attendees to stay at home gifts for them to enjoy during the conference! Your logo alongside the NDAA's will be placed on the product for a personalized opportunity to represent your company.

- Webcam Cover \$2,000
- Hand Sanitizer \$2,500
- Mousepads \$2,500
- Wine Glasses \$3,500



NDAA provides informational resources for our members as well as the media, academia, government, and communities our members serve.



# 2021 SUMMER SUMMIT

Virginia Beach, VA | July 19-20, 2021

| Benefits per Event Sponsorship  | Platinum Sponsor<br>1 available<br>\$12,000 | Gold Sponsor<br>2 available<br>\$8,000 | Silver Sponsor<br>Multiple available<br>\$4,000 | Tabletop Space Only*<br>Multiple available<br>\$1,500 |
|---|---|--|---|---|
| Serve as sponsor for welcome reception, Monday, July 19, 6-7 pm, with time for remarks              | ✓   |  |   |   |
| Serve as sponsor for breakfast at hotel, Monday, July 19 or Tuesday, July 20, with time for remarks |   | ✓                                      |   |   |
| Opportunity for literature or promo item distribution at registration                               | ✓   | ✓                                      |   |   |
| Exhibit space with 6' table, 2 chairs and wastebasket   | ✓   | ✓                                      | ✓   | ✓   |
| Number of complimentary registration packages   | 4   | 3                                      | 2   | 1   |
| Logo recognition in onsite program  | ✓   | ✓                                      | ✓   | ✓   |
| Listing in onsite program   |   |  |   | ✓   |
| Logo recognition on onsite signage  | ✓   | ✓                                      | ✓   |   |
| Two (2) half-page color ads in two (2) issues of <i>The Prosecutor</i> magazine                     | ✓   |  |   |   |
| One (1) half-page color ad in <i>The Prosecutor</i> magazine  |   | ✓                                      |   |   |
| One (1) quarter-page color ad in <i>The Prosecutor</i> magazine                                     |   |  | ✓   |   |

\* As space is limited, Platinum, Gold and Silver sponsors will be given first choice of tabletop space.

## Women Prosecutors Section Gala Dinner Sponsorship

| Benefits per Sponsorship Level  | Level 1<br>\$5,000 | Level 2<br>\$2,500 | Level 3<br>\$2,000 | Level 4<br>\$1,000 | Level 5<br>\$500 |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|------------------|
| Number of seats                 | 6                  | 5                  | 4                  | 2                  | 1                |
| Logo in program                 | ✓                  | ✓                  | ✓                  |                    |                  |
| Listing in program              |                    |                    |                    | ✓                  | ✓                |
| Logo on signage                 | ✓                  | ✓                  | ✓                  | ✓                  |                  |
| Logo on centerpiece             | ✓                  | ✓                  | ✓                  |                    |                  |
| Logo on AV screen               | ✓                  | ✓                  |                    |                    |                  |
| Link on conference website      | ✓                  |                    |                    |                    |                  |
| One (1) promo item at each seat | ✓                  |                    |                    |                    |                  |

### A La Carte Add-Ons *Only available to exhibitors or sponsors*

Add your black/white logo to any of the attendee conference items:

Conference Bags \$1,500

Conference Notepads \$800

Conference Pens \$500

# EDUCATION

## **NDAА ON-SITE PROGRAM OR EVENT \$5,000**

*\*On-site NDAA programming is subject to COVID-19 federal/state/local guidelines.*

Two company representatives are invited to attend an in-person event and share 3–5 minutes of opening remarks.

- Logo, short company description and a link on the event homepage
- Logo, short company description and a link in two promotional emails
- Acknowledgment as a sponsor in the member newsletter
- Logo and text included on an opening and closing slide of the presentations
- Logo and a short boilerplate included on all physical materials provided to attendees
- List of attendees including email addresses

## **CUSTOMIZED VIRTUAL EDUCATIONAL LEARNING WEBINAR \$5,000**

If your organization is an expert on a specific topic that NDAA members and the prosecution community can benefit from, we invite you to collaborate with us on a virtual presentation. We are always open to developing in-depth, educational courses that provide attendees with a wealth of information, tangible resources, and best practices. This can also be the presentation of a case study done with a client in the prosecution field.

- Company representative included in the virtual presentation as an expert
- Logo, short company description and a link on the event homepage
- Logo, short company description and a link in two promotional emails
- Acknowledgment as a sponsor in the member newsletter
- Logo and text included on an opening and closing slide of the webinar
- Logo and a short boilerplate include on all physical materials sent to attendees
- List of attendees including email addresses



NDAA conducts and participates in nearly 100 trainings, conferences, and webinars—and trains over 2,000 prosecutors—each year.



# EDUCATION

## TECHNOLOGY DEMO \$5,000

Engage NDAA members in a 60-minute live demo of your technology product. The event will be promoted on the NDAA website, promotional emails and hosted via Zoom link. Attendees will then be able to chat with sponsors during a live Q&A session following the presentation.

## VIRTUAL LEARNING SERIES SPONSORSHIP \$3,500

Longer and more in-depth than our webinars, our Learning Series are our renowned training courses made available virtually!

- Logo, short company description and a link on the event homepage
- Logo, short company description and a link in all promotional emails (at least two if the sponsorship is secured 6 weeks in advance of the event)
- Acknowledgment as a Virtual Learning Series sponsor in the member newsletter
- Logo and text included on an opening and closing slide during every session of the series
- Opportunity to speak and/or include a short video promotion in every session of the series
- Logo and a short boilerplate include on all physical materials sent to attendees
- List of attendees including email addresses

## WEBINAR SPONSORSHIP \$1,500

NDAA webinars are 60 to 90-minute virtual presentations that provide attendees with innovative ideas, in-depth information, continuing legal education credit and the latest trends in prosecution.

- Logo, short company description and a link on the event homepage
- Logo, short company description and a link in all promotional emails (at least two if the sponsorship is secured 6 weeks in advance of the event)
- Acknowledgment as a webinar sponsor in the member newsletter
- Logo and text included on an opening and closing slide during the webinar



The National Traffic Law Center, a division of NDAA, provides expertise on traffic safety issues with a focus on impaired driving and commercial driver's license violations.



# PUBLICATIONS

## THE PROSECUTOR MAGAZINE

The official magazine for the National District Attorneys Association (NDAA), *The Prosecutor*, publishes four times per year, has over 5,000 subscribers (NDAA members). *The Prosecutor* is read by America's prosecutors, their deputies, assistants, staff attorneys, special investigators and administrative support staff at the municipal, county and state levels. We also distribute to over 40 law libraries across the country.

| Ad Size              | 1x      | 2x      | 4x      |
|----------------------|---------|---------|---------|
| Full Page (Color)    | \$1,330 | \$1,275 | \$1,225 |
| Half Page (Color)    | \$825   | \$795   | \$760   |
| Quarter Page (Color) | \$515   | \$495   | \$475   |

### Ad Specifications

Format: PDF (PDF/x-IA preferred), jpeg, tiff, eps; include crop marks on all ads.

Color and resolution: Image files should be saved as CMYK at 300 dpi.

RGB and spot colors should be converted to CMYK.

Fonts: All fonts must be embedded within the PDF file; if supplying an eps, convert all fonts to outlines.

## PROCEEDINGS NEWSLETTER

Three (3) opportunities are available per newsletter

The *Proceedings* newsletter includes upcoming events, industry resources, news and more. *Proceedings* is sent to NDAA members monthly and has over 5,000 subscribers (NDAA members).

| Number of Issues | Total Cost              |
|------------------|-------------------------|
| 1-time ad        | \$495                   |
| 3 months         | \$1,395 (\$90 savings)  |
| 6 months         | \$2,795 (\$175 savings) |
| 12 months        | \$5,495 (\$445 savings) |

➔ **Contact** Lauren Harley at [lharley@ndaajustice.org](mailto:lharley@ndaajustice.org) or 703-519-1644 to learn more.

