



NLDC

**NATIONAL LEADERSHIP
DEVELOPMENT CONFERENCE**

JUNE 22 – 24, 2020

SPONSORSHIP PACKAGES

**“Creating Believers Through Vision,
Truth, & Consistency.”**

“The NLDC Leadership Conference is hands-down the best sponsorship decision we made. This conference is well organized, well publicized, and will be SOLD OUT!”

Mary Gasperlin

Marketing Manager, Arctic IT

CONFERENCE MISSION

SERVANT LEADERSHIP IN A GUEST-FOCUSED WORLD — RAVING FANS

**We guide tribal nations and other organizations
to inspire people through servant leadership.**

J&B Group was proud to partner with Mille Lacs Corporate Ventures on their National Leadership Development Conference! Since Bob Hageman co-founded J&B Group in 1979, our company has developed a servant's heart. We have believed in growing and developing associates to be the best version of themselves and to embrace new challenges and opportunities. The NLDC aligns with the core values at J&B, which is why we feel strongly in supporting it. Working with the NLDC team was easy, and they were very helpful and accommodating in creating a sponsorship that was tailored to us. We are planning to sponsor again this next year!

Amy Valek,
Learning & Development Manager, J&B



TITLE SPONSORSHIP \$20,000



VIP Conference passes for **eight**, including hotel accommodations.



50% discount code for use on an additional **four** conference passes through March 31, 2020 (*space permitting*).



A four-color, full-page print advertisement to be used on the back cover of the NLDC conference guide.



Title Sponsor logo will be added to all advertisements, including outside advertising, that NLDC does for the conference.



An exhibition booth placed in the common area outside of the conference rooms. First choice of booth location.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed at the golf hole of choice along with two foursomes for golf. Sponsor responsible for representation at the hole.



A three-minute video message to be played during the first day of conference (video message provided by Sponsor).



A ten-minute welcome message to kick off the conference.



Co-sponsor of scholarship for 2020.



Logo displayed on large conference room screen during all breaks, during the selfie slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Title sponsor section of the conference guide and the NLDC post-conference "thank you for attending" message.



List of all conference attendees and contact information.



Ability to name the NLDC Wi-Fi password.



Email signature used by all committee members.



Invitation to join exclusive CEO reception after day one of the conference.



Charging station branded with logo.

OPENING NIGHT PARTY SPONSORSHIP \$17,500



Custom event menu with “presented by” prominently placed in venue, electronic signage, and step banner with logos.



A two-minute video message to be played during the first day of conference.



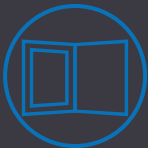
VIP Conference passes for **six**, including hotel accommodations.



Logo displayed on large conference room screen during all breaks, during the selfe slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Opening Night / Break sponsor section of the conference guide and the NLDC post-conference “thank you for attending” message.



35% discount code for use on an additional **four** conference passes through March 31, 2020 (*space permitting*).



A four-color, full-page print advertisement in our conference guide.



Invitation to join exclusive CEO reception after day one of the conference.



Sponsor logo will be added to all advertisements, including outside advertising that NLDC does for the conference.



Charging station branded with logo.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed at the golf hole of choice along with passes for six for golf. Sponsor responsible for representation at the hole.

LEADERSHIP FEAST SPONSOR \$15,000



Custom-printed menu with “presented by” prominently placed on all tables during dinner.



A ninety-second video message to be played during the breakout time frame.



VIP Conference passes for **four**, including hotel accommodations.



Logo displayed on large conference room screen during all breaks, during the selfie slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Leadership Feast sponsor section of the conference guide and the NLDC post-conference “thank you for attending” message.



35% discount code for use on an additional **four** conference passes through March 31, 2020 (*space permitting*).



A four-color, full-page print advertisement in our conference guide.



Invitation to join exclusive CEO reception after day one of the conference.



Leadership Feast Sponsor logo will be added to all advertisements, including outside advertising, that NLDC does for the conference.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed at the golf hole of choice along with one foursome for golf. Sponsor responsible for representation at the hole.

LUNCH HOST SPONSORSHIP \$12,500



Custom-printed menu with "presented by" prominently placed for all lunch functions — golf, day one, and day two.



A ninety-second video message to be played during the breakout time frame.



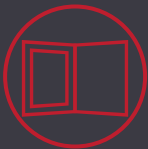
VIP Conference passes for **four**, including hotel accommodations.



Logo displayed on large conference room screen during all breaks, during the selfie slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Platinum sponsor section of the conference guide and the NLDC post-conference "thank you for attending" message.



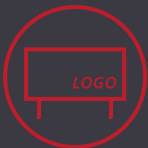
35% discount code for use on an additional **four** conference passes through March 31, 2020 (*space permitting*).



A four-color, full-page print advertisement in the NLDC conference guide.



Invitation to join exclusive CEO reception after day one of the conference.



Lunch Sponsor logo will be added to all advertisements, including outside advertising that NLDC does for the conference.



Charging station branded with logo.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with one foursome for golf. Sponsor responsible for representation at the hole.

PLATINUM SPONSORSHIP \$12,500



VIP Conference passes for **four**, including hotel accommodations.



A ninety-second video message to be played during the breakout time frame.



35% discount code for use on an additional **four** conference passes through March 31, 2020 (*space permitting*).



Logo displayed on large conference room screen during all breaks, during the selfie slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Platinum sponsor section of the conference guide and the NLDC post-conference "thank you for attending" message.



A four-color, full-page print advertisement in our conference guide.



Invitation to join exclusive CEO reception after day one of the conference.



Sponsor logo will be added to all advertisements, including outside advertising, that NLDC does for the conference.



Charging station branded with logo.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with one foursome for golf. Sponsor responsible for representation at the hole.

GOLD SPONSORSHIP \$10,000



VIP Conference passes for **four**, including hotel accommodations.



A sixty-second video message to be played during the breakout time frame.



35% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



Logo displayed on large conference room screen during all breaks, during the selfie slide show, on the NLDC website, on Grand Casino Hinckley marquee, on social media sites, on signs at the conference, and listed in the NLDC Gold sponsor section of the conference guide and the NLDC post-conference "thank you for attending" message.



A four-color, half-page print advertisement in the NLDC conference guide.



Sponsor logo will be added to all advertisements, including outside advertising that NLDC does for the conference.



Invitation to join exclusive CEO reception after day one of the conference.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with one foursome for golf. Sponsor responsible for representation at the hole.

BUSINESS CENTER SPONSORSHIP \$6,500



Two 48" x 18" banners advertising the business center hung above the two entrance doors of the business center.



Logo displayed on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC Silver sponsor section of the conference guide.



VIP Conference passes for **two**, including hotel accommodations.



Invitation to join exclusive CEO reception after day one of the conference.



25% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



Sponsor to provide social media mention announcing NLDC sponsor and link to our registration form in January.



A four-color, 1/4-page print advertisement in the NLDC conference guide.



Email to the sponsor subscriber list. NLDC to provide email template.



A half-sized exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with passes for two for golf. Sponsor responsible for representation at the hole.

CEO EVENT SPONSORSHIP \$6,000



Tabletop and entrance advertisement at CEO Welcome Event after the Leadership Feast on day one.



Logo displayed on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC CEO Event sponsor section of the conference guide.



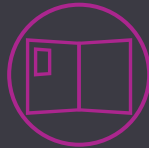
Conference passes for **two**, including hotel accommodations.



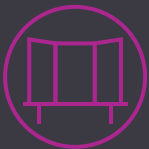
Invitation to join exclusive CEO reception after day one of the conference.



25% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



A four-color, 1/4-page print advertisement in the NLDC conference guide.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with one foursome for golf. Sponsor responsible for representation at the hole.

REGISTRATION SPONSOR \$6,000



Tour of identified business opportunity.



Logo displayed on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC Silver sponsor section of the conference guide.



Conference passes for **two**, including hotel accommodations.



Invitation to join exclusive CEO reception after day one of the conference.



25% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



A four-color, 1/4-page print advertisement in the NLDC conference guide.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with one foursome for golf. Sponsor responsible for representation at the hole.

SILVER SPONSORSHIP \$5,500



Conference passes for **two**, including hotel accommodations.



25% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



A four-color, 1/4-page print advertisement in the NLDC conference guide.



An exhibition booth placed in the common area outside of conference rooms. Choice of booth location based on availability and sponsor level.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with passes for two for golf. Sponsor responsible for representation at the hole.



Logo displayed on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC Silver sponsor section of the conference guide.



Invitation to join exclusive CEO reception after day one of the conference.

SOCIAL HOUR SPONSORSHIP \$4,000



Tabletop advertisement during Social Hour.



Featured drink menu with vendor-sponsored offerings.



Conference passes for **two**, including hotel accommodations.



25% discount code for use on an additional **two** conference passes through March 31, 2020. (*space permitting*).



A four-color, 1/4-page print advertisement in the NLDC conference guide.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with passes for two for golf. Sponsor responsible for representation at the hole.



Logo displayed based on sponsor level on large conference room screen during all breaks, during the selfe slide show, on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC Leadership Feast sponsor section of the conference guide.



Invitation to join exclusive CEO reception after day one of the conference.

BRONZE SPONSORSHIP \$2,500



Conference passes for **two**, including hotel accommodations.



20% discount code for use on an additional **two** conference passes through March 31, 2020 (*space permitting*).



A four-color, 1/8-page print advertisement in the NLDC conference guide.



Opportunity to provide a gift bag insert, if desired (500 pieces).



Golf Hole Sponsorship to include a sign placed on preselected golf hole with passes for two for golf. Sponsor responsible for representation at the hole.



Logo displayed on the NLDC website, on social media sites, on signs at the conference, and listed in the NLDC Bronze sponsor section of the conference guide.



Invitation to join exclusive CEO reception after day one of the conference.

ADD-ONS

<i>Charging Station</i>	<i>\$1,000</i>	<i>Conference Booth</i>	<i>\$3,000</i>
<i>Golf Cart</i>	<i>\$1,000</i>	<i>Hole-in-one Vehicle</i>	<i>\$1,000</i>
<i>Golf Beverage Cart</i>	<i>\$1,000</i>	<i>Hole-in-one Scholarship</i>	<i>\$1,000</i>
<i>Golf Snack Cart</i>	<i>\$1,000</i>		

CONVENTION LAYOUT

Location preference is based on sponsorship level

