



## NITA SPONSORSHIP INFORMATION

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### HOW SPONSORING NITA EVENTS HELPS YOU ACHIEVE YOUR GOALS AND REACH THE MARKET

- **DIRECT MAILOUT:** Your message and logo can reach over 20,000 names on NITA's database collected over 14 years of targeted activity.
- **DIRECT FAXOUT:** 10,000+ faxout database—several event updates are sent out (the number depending on the scale of and the timeline to the event). These updates include prominent display of your logo and level of participation.
- **DIRECT EMAIL:** 5000+ EMAIL DATABASE—event updates are regularly sent out that include recognition of sponsors through prominent display of your logo and level of participation.
- **DIRECT CONTACT:** NITA has excellent personal connections—events sponsors are tastefully and professionally promoted by NITA's trained staff who have experience and knowledge relating directly to the Aboriginal market.
- **WEB SITE:** NITA's high traffic portal attracts literally thousands of eyeballs every month—your sponsorship logo remains on the web site for two years of continuous market exposure—the logo will link directly to the sponsor's website. Check out [www.native-invest-trade.com](http://www.native-invest-trade.com) and go to the conferences link and view the logos of the specific conference sponsors from past events.
- **EVENT DISTRIBUTION:** Your organizational or corporate materials can be included in NITA event conference packages and publications. All sponsors logos are prominently displayed on all event printed material including, conference packages, show guides, newspaper and magazine advertising (both national and regional Aboriginal and non-Aboriginal publications).
- **EVENT ELECTRONIC PROMOTION:** Sponsors are thanked through looped Power Point presentations that play to conference, trade show and gala dinner participants at key points during the event.
- **SPECIFIC EVENT RECOGNITION:** Sponsors are tactfully acknowledged at strategic points in events to full conference, trade show, and gala event audiences by conference Chairs and event MCs. For larger events, sponsors are presented gifts of appreciation acknowledging their generous contributions in front of event audiences. Larger sponsors also have the option of selecting key speaking times at events.

In short, sponsorship of NITA events allows your organizations marketing goals to be met most efficiently and professionally. Unparalleled exposure at the conference, tradeshow and gala dinner ensures that your name and logo will be seen associated with this prestigious event.