



# 2024 Sponsorships

The INA is excited to offer new and creative Sponsorship Packages for 2024. The investment has never been more grand with how the new structuring of sponsorship works.

## *Sponsorships Open*

- *to 2023 Sponsors Sept 25–Oct 1*
- *to the public on October 2*

**BOOK**

Questions? [click here](#) to schedule time

**SECURE**

your preferred sponsorship before its gone!

## Community Benefactor

### Options:

- **WIFI Sponsor**
- **AV Sponsor**
- **Awards Dinner Sponsor** **SOLD**
- **Grant Sponsor**

**\$7900**

each

- *INA Website Presence*
  - 1 Website Ad: Tier 2 Pages\*
  - Your logo and back-link on INA Conference page
- *Co-Branded Materials*
  - Based on selected sponsorship you can 1) choose WIFI Network & Password, cards with your logo and info or 2) have a 8x10 sign at the front of each room with your logo or 3) have signage displayed during our Friday night Awards Dinner or 4) have your name and/or logo and back link on all Grant promotional material.
- *Live Address*
  - Based on selected sponsorship you will have a chance to address the conference during 1) Friday Lunch or 2) Keynote or 3) Award's Dinner or 4) Saturday's Lunch at the conference.
  - At a networking break of the virtual Summit
  - Through a FB Live
- *At Conference*
  - Opportunity to introduce 1 Workshop
  - Logo on Selfie Banner
  - 1 Page Ad in Program
  - Exhibitor Table
- *Multi Media January - August 2024*
  - 2 emails to INA Database (13,000+)
  - 1 email to Summit Attendees
  - 2 emails to Conference Attendees
  - 2 Sponsored Blog Posts
  - 2 Personalized Social Media Advertisements
  - 2 one-minute videos on INA Social Media
  - Virtual Exhibitor at Summit
- *Registrations*
  - 2 Included Conference
  - 4 Included Summit
  - 5 Summit Giveaways through INA's social media with you tagged

\* See list of website pages to choose from on a 1st come 1st serve basis.

## Community Sustainer

### Options:

- **App Sponsor** **SOLD** **\$5300**
- **Opening Reception Sponsor** **SOLD** each
- **Closing Reception Sponsor**

- *INA Website Presence*
  - 1 Website Ad: Tier 3 Pages\*
  - Your logo and back-link on INA Conference page
- *Co-Branded Materials*
  - Based on selected sponsorship you can 1) display logo at the top of the home page App or 2) display signs during Opening Reception or 3) displayed sign during Closing Reception
- *Live Address*
  - Based on selected sponsorship you will have a chance to address the conference during the 1) "Welcome" message of the Summit or 2) Opening Reception of Conference or 3) Closing Reception of Conference.
  - At a networking break of the virtual Summit
  - Through a 5 min FB Live
- *At Conference*
  - Opportunity to introduce 1 Workshop
  - Logo on Selfie Banner
  - 1/2 Page Ad in Program
  - Exhibitor Table
- *Multi Media January - August 2024*
  - 1 email to INA Database (13,000+)
  - 1 email to Summit Attendees
  - 2 emails to Conference Attendees
  - 2 Sponsored Blog Posts
  - 2 Personalized Social Media Advertisements
  - 1 one-minute videos on INA Social Media
  - Virtual Exhibitor at Summit
- *Registrations*
  - 2 Included Conference
  - 4 Included Summit

\* See list of website pages to choose from on a 1st come 1st serve basis.

## Community Influencer

### Options:

- **Lanyards Sponsor** **SOLD**
- **Bags Sponsor** **SOLD**
- **Notebook Sponsor**
- **Reusable Bottle Sponsor** **SOLD**
- **Conversation Buttons Sponsor**
- **Power Stations Sponsor**

**\$2700**

each

- *INA Website Presence*
  - *1 Website Ad: Tier 4 Pages\**
  - *Your logo and back-link on INA Conference page*
- *Co-Branded Materials*
  - *Based on selected sponsorship you can have your single color logo on 1) Lanyard, or 2) Bags, or 3) Notebooks, or 4) Reusable Bottles, or 5) Conversations Buttons, or 6) multi-color logo on Power Station.*
- *At Conference*
  - *Opportunity to introduce 1 Workshop*
  - *Logo on Selfie Banner*
  - *1/3 Page Ad in Program*
  - *Exhibitor Table*
- *Multi Media January - August 2024*
  - *1 email to Summit Attendees*
  - *1 email to Conference Attendees*
  - *2 Sponsored Blog Posts*
  - *1 Personalized Social Media Advertisements*
  - *1 one-minute videos on INA Social Media*
  - *Virtual Exhibitor at Summit*
- *Registrations*
  - *1 Included Conference*
  - *4 Included Summit*

\* See list of website pages to choose from on a 1st come 1st serve basis.

## Community Pillar

### Options:

- **Gathering Place Sponsor**
- **Friday Lunch Sponsor** **SOLD**
- **Saturday Lunch Sponsor**
- **DEI Track Sponsor**
- **NCS Track Sponsor**
- **Nanny Track Sponsor** **SOLD**
- **Business Track Sponsor** **SOLD**

**\$1500**

each

- *INA Website Presence*
  - 1 Website Ad: Tier 5 Pages\*
  - Your logo and back-link on INA Conference page
- *Signage Displayed*
  - Decoration in corresponding room based on the sponsorship selected 1) Gathering Place, or 2) DEI Workshop Room, or 3) NCS Workshop Room, 4) Nanny Workshop Room, or 5) Business Workshop Room or during 6) Friday Lunch or 7) Saturday Lunch.
- *At Conference*
  - Opportunity to introduce 1 Workshop
  - Logo on Selfie Banner
  - 1/4 Page Ad in Program
- *Multi Media January - August 2024*
  - 1 email to Summit Attendees
  - 1 email to Conference Attendees
  - 1 Sponsored Blog Posts
  - 1 Personalized Social Media Advertisements
  - Virtual Exhibitor at Summit
- *Registrations*
  - 1 Half Price Conference
  - 4 Included Summit

\* See list of website pages to choose from on a 1st come 1st serve basis.

## Community Anchor

### **Friends of the INA**

**\$600**

each

- *INA Website Presence*
  - *1 Website Ad: Tier 6 Pages\**
  - *Your logo and back-link on INA Conference page*
- *At Conference*
  - *1/8 Page Ad in Program*
  - *Logo on Selfie Banner*
- *Multi Media January - August 2024*
  - *1 to Conference Attendees*
  - *1 Sponsored Blog Posts*
  - *1 Personalized Social Media Advertisements*
  - *Virtual Exhibitor at Summit*
- *Registrations*
  - *3 Complimentary Summit*

*\* See list of website pages to choose from on a 1st come 1st serve basis.*

### **Webinar Sponsor**

**\$300**

each

- *INA Website Presence*
  - *1 Website Ad: Tier 6 Pages\**
- *At Conference*
  - *1/8 Page Ad in Program*
  - *Logo on Selfie Banner*
- *Multi Media January - August 2024*
  - *1 Sponsored Blog Posts*
  - *1 Personalized Social Media Advertisements*
  - *Virtual Exhibitor at Summit*
- *Registrations*
  - *3 Complimentary Summit*

*\* See list of website pages to choose from on a 1st come 1st serve basis.*

## Community Anchor

### **Background Check Sponsor** **SOLD**

## No Charge

*This sponsor will conduct the Background checks for the 5 2024 INA Nanny of the Year™ Finalists.*

- *INA Website Presence*
  - *1 Website Ad: Tier 6 Pages\**
  - *Your logo and back-link on INA Conference page*
- *At Conference*
  - *1/8 Page Ad in Program*
  - *Logo on the Selfie Banner*
- *Multi Media January - August 2024*
  - *1 to Conference Attendees*
  - *1 Sponsored Blog Posts*
  - *1 Personalized Social Media Advertisements*
  - *Virtual Exhibitor at Summit*
- *Registrations*
  - *3 Complimentary Summit*

*\* See list of website pages to choose from on a 1st come 1st serve basis.*

## Community Exhibitor

### **Attendee Exhibitor Table**

**\$175**

each

*Selection for those who have already (or plan to) purchased a Conference Registration.*

### **Guest Exhibitor Table**

**\$250**

each

*Selection for those who want just a table. Does not come with access to receptions, breakfast, or lunch or workshops.*

### **Participant Exhibitor Table**

**\$495**

each

*Selection for those who want a table and access to Thursday/Saturday receptions, Friday/Saturday breakfast, Friday/Saturday lunch. Does not come with access to Workshops.*



## Website Page Advertising Tiers

Tiers are based on analytics of INA Website. Higher priced pages reflect higher visibility. Website Pages are available on a first come first service basis and are not confirmed until payment is made in full. The INA requests a 300 wide x 200 high px advertisement to [info@nanny.org](mailto:info@nanny.org) within 30 days of package selection. The advertisement will be showcased on selected page of website through August 2024. Please note, if two companies select the same page it will go to the company who first fills out the form and completes payment first.

### Tier 1

**\$1050**

[Credential Exams](#)

### Tier 2

**\$750**

each

[EStore](#)  
[Recommended Practices](#)  
[Member Information](#)  
[Nanny Exam Prep](#)  
[Job Board](#)  
[About INA](#)  
[NCS Exam Prep](#)  
[Hiring a Nanny](#)

### Tier 3

**\$600**

each

[NCS Page](#)  
[Nanny of the Year](#)  
[Nanny Page](#)  
[Member Directory](#)  
[Chapter Meetings](#)  
[Employment Rights of Nannies](#)  
[Nanny Taxes and Payroll](#)  
[Webinars](#)  
[Resource Library](#)

## Website Page Advertising Tiers

### Tier 4

**\$450**

each

Member Only Documents  
Blog  
Childcare Definitions  
Family Page  
Nanny Support Groups  
Service Award Pin  
Meritorious Service Award  
Speed Recruiting  
Agency Page  
Member Discounts

### Tier 5

**\$300**

each

Steps to a Successful Start  
Support  
Nanny Employer Handbook  
Committees  
Board Nominations  
Honors and Awards  
Diversity  
PDF Recommended Practices for Nannies  
PDF Recommended Practices for NCS  
PDF Recommended Practices for Agencies  
PDF Recommended Practices Nanny Employers

### Tier 6

**\$150**

each

Educator Page  
Ambassador Program  
Member Advantage Provider  
Industry Services Pages  
PDF Recommended Practices Support Groups  
PDF Recommended Practices for Educators  
PDF Recommended Practices for Industry Services  
PDF Recommended Practices for Background Checks  
PDF Recommended Practices for Business Employees  
PDF Recommended Practices for Online Recruiting Platforms

2024 Sponsorship Benefits  At-A-Glance	Awards Dinner Sponsor - NEW	Grant Sponsor	WiFi Sponsor	AV Sponsor - NEW	App Title Sponsor	Opening Reception Sponsor	Closing Reception Sponsor	Lanyards Sponsor	Bags Sponsor	Notebook Sponsor	Reusable Bottle Sponsor	Conversation Buttons - NEW	Power Stations Sponsor	Gathering Place Sponsor	Friday Lunch Sponsor	Saturday Lunch Sponsor	DEI Track Sponsor - NEW	NCS Track Sponsor - NEW	Business Track Sponsor - NEW	Nanny Track Sponsor - NEW	Background Check Sponsor	Friends of the INA	Webinar Sponsor	Attendee Exhibitor Table	Guest Exhibitor Table	Participant Exhibitor Table
	Community Benefactor	Community Sustainer	Community Influencer	Community Pillar	Community Anchor	Community Exhibitor																				
Sponsor Category and Ribbon Title																										
Price	\$7,900	\$5,300	\$2,700	\$1,500	\$600	\$300	\$175	\$250	\$495																	
Advertisement on INA Website Page	Tier 2 Page	Tier 3 Page	Tier 4 Page	Tier 5 Page	Tier 6 Page																					
Co-Branded promo materials for selected sponsorship OR Logo or signage displayed	X	X	X	X	X																					
Personal address to community	X																									
Chance to Introduce 1 Conference Workshop	X	X	X	X	X																					
Logo on the Selfie Banner at conference	X	X	X	X	X																					
Email to INA Database (14,000 emails)	2	1																								
Email to 2024 Summit Sponsors (estimated 100+)	1	1	1	1	1																					
Email to 2023 Attendees (estimated 250+)	2	2	2	2	2																					
Blog post suspending "no sales" policy	2	2	2	2	2																					
Social media image advertisement (FB, IG, TW)	2	2	1	1	1																					
Social media 1 minute video advertisement (FB, IG, TW)	1	1	1																							
Conference Registration	2	2	1	Half-Price																						
Summit Registration	9	4	4	4	3																					
Printed Program Advertisement	1 page	1/2 page	1/3 page	1/4 page	1/8 page																					
Exhibitor Table for the Conference	X	X	X																						X	
Virtual Exhibitor Page at Summit	X	X	X	X	X																				X	
Logo and back-link INA Conference Website	X	X	X	X	X																				X	
INA designed "Thank You" post (FB, IG, TW)	X	X	X	X	X																					

## Sponsorships Open

- to 2023 Sponsors Sept 25-Oct 1
- to the public on October 2

**BOOK**

Questions? click here to schedule time

**SECURE**

your preferred sponsorship before its gone!