



The National Association of Sports Commissions (NASC) is the sports event industry's leading networking organization. Founded in 1992, the NASC represents nearly 500 organizations and 300 cities within the sports event industry across the United States, Canada, and Puerto Rico. Our members include organizations that attract sporting events to their community (i.e. sports commissions and convention and visitors bureaus), event owners and vendors and suppliers to the sports event industry. The NASC is the primary network for communication and information sharing on all topics relating to the sports event industry. We're passionate about the member organizations we serve. We're just as passionate about creating experiences that benefit our industry partners and help them meet their objectives.

The Affinity Partnership Program was developed to provide the industry partner community with opportunities to align itself with NASC through customized marketing platforms. These bundled packages are unique opportunities for our industry partners to help build and maintain year round relationships with our members and the sports event industry.

Baseline Benefits

The following benefits are the baseline benefits for all levels within the Affinity Partnership Program. These benefits provide an outline of the Affinity Partnership program, and there are opportunities for personalization within each level to ensure the partnership works effectively to leverage your brand. Additional benefits and opportunities are available for Strategic and Allied levels.

Included Inventory

- One (1) complimentary Allied membership
- Logo/link in monthly NASC eNewsletter, *NASC News & Notes*
- Logo/Link on Affinity Partners home page on NASC website
- Dedicated page on NASC website
- Mailing list usage – member roster
- Recognition at the annual *NASC Sports Event Symposium*

Client Service

- Annual fulfillment report
- Monthly eNewsletter
- Quarterly strategic meetings

What Our Partners Are Saying:

"Associated Premium Corporation has been an NASC Partner for more than five years. Our ability to connect with NASC member categories has allowed for a successful penetration of the market of event specific products, as well as marketing and operational product placements to NASC members. As a result of the increasing revenue each year, the ROI has increased internally and the funds we provide assist the NASC in accomplishing its mission."

Jim Hilb, Associated Premium Corporation
Proud Partner of the National Association of Sports Commission



Strategic Partnership

The Strategic Partnership provides maximum exposure for a company seeking to align itself with NASC. This is the most comprehensive of the three partnership opportunities available to our industry partners. The program delivers extensive overall promotional rights and benefits, unique exposure at NASC events through highly customized sponsorship rights, and exclusive access to our members. The partnership provides the ability to carry marketing objectives to levels never available before while building and maintaining a unique relationship with NASC members and the sports event industry as a whole.

This three (3) year commitment includes a variety of benefits and marketing opportunities designed for a company to reach the sports event market. Strategic Partnerships range in price from \$10,000/year based on the selected benefits.

Alliance Partnership

The Alliance Partnership provides significant exposure for a company seeking to align itself with NASC. This partnership level contains bundled marketing opportunities in combination with high level and creative visibility to help build and maintain a relationship with NASC members and the sports event industry as a whole.

This three (3) year commitment includes a variety of benefits and marketing opportunities in addition to the basic benefits. Allied Partnerships are \$5,000/year.

Event Partnership

The Event Partnership provides exposure for a company seeking to align itself with NASC. This bundled package is a unique opportunity for our industry partners to help build and maintain a relationship with our members and the sports event industry at specific events.

This one year commitment includes a variety of benefits and marketing opportunities for the partner to reach the sports event market. Event Partnerships range in price from \$5,000 - \$20,000 based on the selected benefits.

For more information regarding specific benefits for the Event Partnerships, please contact Beth Hecquet at (513) 281-3888 ext. 109.