2021 Virtual Conference Sponsorship Guide
The National Water Safety Conference, hosted by the National Drowning Prevention Alliance (NDPA) is the nation’s leading annual event devoted to drowning prevention and water safety. The conference is hosted for the cross-section of the industry and is built on a foundation of top thought leadership and education.

When COVID-19 hit, the NDPA Leadership quickly transitioned the entire 2020 event to be an online conference under the theme: Drowning won’t stop, so neither will we! The theme represented the water safety community’s tireless commitment to drowning prevention and water safety.

Armed with renewed energy, new ideas and lessons learned, The NDPA’s flagship conference, will take place on March 29 – April 1, 2021. #NWSC2021 is a re-imagined virtual event packed with even more exciting, intelligent and engaging content for our diverse global audience.

The agenda this year is purpose-built to bring the professional, academic, nonprofit, public sector and the pool & spa industries together to drive change. Attendees can join senior leaders in discussions, learn new skills, see the newest technology, network, and gain the tools and insights that elevate your career and mission to prevent water tragedies.
PROGRAMMING FOR 2021

What is the theme?
The theme for #NWSC2021 agenda is to stay grounded together in the shifting tides.

We will address the greatest challenges facing the business, culture and public health. We are focusing on our 4 key pillars through our conference learning tracks including:

- Research, Program Evaluation & Advocacy
- Safer Practices:
- Messaging, Education & Communication
- Learn To Swim & Learn To Float
- Diversity, Equity & Inclusion
- Drowning Rescue & Response
- U.S. National Water Safety Action Plan

What will I learn?
Across the program's 80+ sessions, we will cover a wide scope of insights and inspiration through our programming tracks. More detail to be announced.

Who are the speakers?
Confirmed speakers can be viewed at watersafetyconference.com. More speakers will be added daily.

Will the content be available on-demand?
Yes, following the live stream, episodes will be available for viewing on demand. Attendees will be able to view the content for up to 5 months post conference.
REASONS TO SPONSOR

NEW! Deliver your message to conference attendees by including marketing videos that NDPA staff will assist you in creating.

Gain Exponential Exposure to a targeted and engaged online community of safety product manufacturers; swim instructors; national organizations dedicated to aquatics, water safety, and drowning prevention; first responders; lifeguards; public health and medical professionals; national leadership; international delegates; parents; community stakeholders; and other interested persons.

Create and Strengthen Relationships in a private Facebook group only for attendees and supporters of the conference.

Collaborate and Support emerging advancements in technology, educational programming, and water safety strategies.

Showcase and Increase Your Organization’s Visibility Think about a typical exhibit hall environment. Although in person, your booth may not be visited by all attendees during the open exhibit hall hours. Plus, you are physically confined to your booth. The advantage of your virtual booth is that attendees can "visit" you anytime and you can connect with them virtually through our online networking events and our mobile app. The experience is targeted, more natural and relaxed. No uncomfortable, "So what do you do?" conversations!
THE REAL VALUE OF SPONSORING OUR ONLINE CONFERENCE

We already know that you and your organization is passionate about saving lives but it’s also important during these uncertain economic times to show real ROI for any investments made. Below is some information and real valuation of NDPA’s brand value through our social media platforms and how your sponsorship will lead to real awareness of your company and/or product.

"Since more than 80 percent of consumers trust word-of-mouth recommendations, it’s critical for companies to build and maintain relationships with influencers."
- WebFX

NDPA IS A MICRO-INFLUENCER

NDPA HAS 19,907 FOLLOWERS ON FACEBOOK AS OF 11.10.20 AND GROWING DAILY. OUR ORGANIC (NOT PAID) REACH HAS GONE AS HIGH AS 14,000 PEOPLE SEEING OUR POSTS IN ONE DAY.

*Source: https://www.webfx.com/influencer-marketing-pricing.html*
THE REAL VALUE OF SPONSORING OUR ONLINE CONFERENCE

We already know that you and your organization is passionate about saving lives but it's also important during these uncertain economic times to show real ROI for any investments made. Below is some information and real valuation of the NDPA's social media platforms and why your presence on them will lead to awareness of your company and/or product.

With more than 1 billion daily active users, Facebook provides influencers and companies unprecedented access to consumers. That’s why influencers on the platform charge an average of $25 per post, per 1000 followers. In some cases, an influencer may exceed that average rate. For example, if you want an influencer to create a post with video content, they may charge an additional fee for creating the video.*

**NDPA' BRAND VALUE AS A MICRO-INFLUENCER**

WEB FX ESTIMATES FACEBOOK’S VALUE AT $25 PER 1000 FOLLOWERS. NDPA HAS 18,120 FOLLOWERS. BY THEIR STANDARDS, JUST ONE POST FROM NDPA WOULD COST AN ADVERTISER $450.00!

The average engagement rate per post is 3.22%

NDPA's average engagement rate per post is 4.65%↑ by 1.43%

*Source: https://www.webfx.com/influencer-marketing-pricing.html*
THE REAL VALUE OF SPONSORING OUR ONLINE CONFERENCE

With more than 1 billion users — 80 percent of which follow a business — Instagram is a go-to influencer hub. It’s also a cost-effective channel when it comes to influencer marketing, maintaining an average price of $10 a post, per 1000 followers.

NDPA IS A MICRO-INFLUENCER

NDPA uses Instagram as a secondary platform of engagement with our followers. We have 2,113 followers as of 10.13.20 an increase of 331 from last year and growing daily.

*Source: https://www.webfx.com/influencer-marketing-pricing.html*
*SPECIAL FOR 2021*
ONLINE TITLE SPONSOR
(1 AVAILABLE)
$50,000 $20,000

**BENEFITS:**

- Title Sponsor for Online Conference
- *NEW* Sponsor of Keynote Session
- 20 Comp Registrations to the 2021 Online Conference
- Business Category Exclusivity (No other business in your category can go above Platinum Sponsorship)
- Naming Sponsor Press Release
- 12 Dedicated Social Media Posts over 12 Months
- Full directory of Conference Attendees & Members
- E-mail newsletter features
- Mention in Media Interview (if opportunity exists)
- First Right of Refusal for 2022
- Prominent Recognition and Online Signage during Virtual Educational Conference
- Appearance on All Conference Media
- Listed in Conference App
- Top Level Placement on NDPA.org & watersafetyconference.com
- Opportunity to Deliver a Pre-Recorded Address To Conference Attendees
- Complementary Online "Exhibit" on watersafetyconference.com
- Sponsorship Rights to 5 NDPA Webinars/Podcasts
- Opportunity to discuss other benefits with NDPA
TRACK SPONSOR
(7 AVAILABLE)

$10,000 $7,000

DETAILS:

- Naming Rights on all sessions in selected learning track.
- "presented by [insert your company name] and logo present during the entire length of each of the sessions in your track.
- 8 Comp Registrations to the 2021 Conference
- 6 Dedicated Social Media Posts over 12 Months a value of over $2,700 for just Facebook.
- 1 Newsletter Advertisement that goes to 8,750 subscribers
- Full directory of Conference Attendees
- Mention in Media Interview (if opportunity is presented)
- Recognition and Online Signage During Virtual Conference
- Appearance on All Conference Media
- Opportunity to Deliver a Pre-Recorded Address To Your Learning Track Attendees
- Complementary Online "Exhibit Table" on watersafetyconference.com
- Opportunity to discuss other benefits with NDPA

LEARNING TRACK OPTIONS:

- Research, Program Evaluation & Advocacy
- Safer Practices:
- Messaging, Education & Communication
- Learn To Swim & Learn To Float
- Diversity, Equity & Inclusion
- Drowning Rescue & Response
- U.S. National Water Safety Action Plan
PLATINUM SPONSOR
(6 AVAILABLE)
$10,000

BENEFITS:

• "NEW" Sponsor of Keynote Session
• 10 Comp Registrations to the 2021 Online Conference
• 8 Dedicated Social Media Posts over 12 Months a value of over $3,600 for just Facebook.
• 4 E-mail Newsletter Advertisement
• Full directory of Conference Attendees
• Mention in Media Interview (if opportunity exists)
• Recognition and Online Signage During Virtual Conference
• Appearance on All Conference Media
• Listed in Conference Brochure & On-Site Program as Platinum Sponsor
• Logo Placement on NDPA.org & WaterSafetyConference.com
• Deliver a Pre-Recorded Address To Conference Attendees
• Online "Exhibit Table" on watersafetyconference.com
• Opportunity to discuss other benefits with NDPA
GOLD SPONSOR
$5,000

BENEFITS:

- 6 Comp Registrations to the 2021 Online Conference
- 4 Dedicated Social Media Posts over 12 Months, a value of over $1,800.
- Full directory of Conference Attendees
- Mention in Media Interview (if opportunity exists)
- Recognition and Online Signage During Virtual Conference
- Appearance on All Conference Media
- Logo Placement on NDPA.org & watersafetyconference.com
- Deliver a Pre-Recorded Address To Conference Attendees
- Online "Exhibit Table" on watersafetyconference.org
- Opportunity to discuss other benefits with NDPA
BRONZE SPONSOR
$2,500

BENEFITS:

- 3 Comp Registrations to the 2021 Online Conference
- 2 Dedicated Social Media Posts over 12 Months OR 1 Newsletter Advertisement
- Full directory of Conference Attendees
- Recognition and Online Signage During Virtual Conference
- Appearance on All Conference Media
- Logo Placement on NDPA.org & watersafetyconference.com
- Deliver a Pre-Recorded Address To Conference Attendees
- Online "Exhibit Table" on watersafetyconference.com
- Opportunity to discuss other benefits with NDPA

SUPPORTER LEVEL
$1,000

BENEFITS:

- 2 Comp Registrations to the 2021 Online Conference
- Recognition and Online Signage During Virtual Conference
- 1 Dedicated Social Media Posts over 12 Months
- Appearance on All Conference Media
- Logo Placement on NDPA.org & watersafetyconference.com
- Deliver a Pre-Recorded Address To Conference Attendees
- Online "Exhibit Table" on watersafetyconference.com

EXHIBITOR ONLY
PACKAGE $500

BENEFITS:

- Includes 1 Comp Registration and Online "Exhibit Table" on watersafetyconference.com
- Listed in Conference Media and on Website
- Additional Online Registrations can be purchased at discounted rate.
- Deliver a Pre-Recorded Address To Conference Attendees
NETWORKING CAFÉ SPONSOR
(4 AVAILABLE)
$4,000 $2,500

BENEFITS:
• Naming Rights on one of the networking/mentoring sessions.
• "presented by [insert your company name]" and logo present during the entire length of each of the session.
• 3 Comp Registrations to the 2021 Conference
• 3 Dedicated Social Media Posts over 12 Months a value of over $2,700 for just Facebook.
• 1 Newsletter Advertisement that goes to over 8,750 subscribers.
• Full directory of conference attendees.
• Mention in media interview (if opportunity is presented).
• Recognition and online signage during virtual conference.
• Appearance on all conference media.
• Opportunity to deliver a pre-recorded address to your learning track attendees.
• Complementary Online "Exhibit Table" on watersafetyconference.com
• Opportunity to discuss other benefits with NDPA
WEB PRESENCE:

WWW.NDPA.ORG
WWW.WATERSAFETYCONFERENCE.ORG

NATIONAL CONFERENCE INFORMATION:

2009 - MIAMI, FL
2010 - PITTSBURGH, PA
2011 - COLORADO SPRINGS, CO
2012 - SAN DIEGO, CA
2013 - FORT LAUDERDALE, FL
2014 - ORLANDO, FL
2015 - DALLAS, TX
2016 - PHOENIX, AZ
2017 - PITTSBURGH, PA
2018 - TAMPA, FL
2019 - NEW ORLEANS, LA
2020 - ONLINE CONFERENCE (DUE TO COVID-19)
2021 - ONLINE CONFERENCE (DUE TO COVID-19)
2022 - FORT WORTH, TX

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