



NATIONAL
SECURITY
SPACE
ASSOCIATION

2022 Sponsorship Guide

nssaspace.org



2022 Sponsorship Guide

Dear National Security Space Community Member,

The National Security Space Association (NSSA) is pleased to announce that we are now offering advertising and sponsorship opportunities throughout the year. This document contains details on the opportunities to include pricing and deliverables and will be continually updated as new opportunities are developed or as opportunities are secured.

Advertising and sponsorships are a great way to accomplish your marketing objectives – whether you want to be seen as a thought leader on a topic, re-enforce your brand to the community, generate leads, or simply support the NSSA. We are delighted to provide a wide variety of opportunities to meet your needs and budget.

We are happy to discuss new and unique ideas that you may not see listed on the document. If you have an idea that you've always wanted to try, or have seen a marketing activity through another association, NSSA is open to trying new things that will provide our advertisers and sponsors a great return on investment.

Please contact me with any questions or to reserve your advertisement or sponsorship.

Very Respectfully,

Jeffrey T. Ley, CEM, CMM
Chief Development Officer
National Security Space Association
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703.628.8696



NSSA *SpaceTime* Series

Virtual / Thursday's at 1 pm EST / Unclassified

OVERVIEW

The NSSA *SpaceTime* series is a virtual series of episodes hosted via Zoom for Government, where we sit down with many well-known experts within the National Security Space Community to discuss topics that affect our nation's defense and space industries. You can watch our most recent public *SpaceTime* episodes on the NSSA website, and on our YouTube channel.

OPPORTUNITIES

SpaceTime Series Title Sponsorship: \$17,500

The title sponsorship is the highest visibility sponsorship in the *SpaceTime* series. Help support NSSA, reenforce your brand, generate leads and show your thought leadership throughout the series. Included in the sponsorship are the following deliverables:

- Recognition as the exclusive title sponsor by NSSA representative during opening remarks for all *SpaceTime* episodes
- Ability to introduce the speaker(s) or provide a 90 second or less video that will be played at the beginning of an episode of sponsor's choosing (date pending NSSA approval)
- Logo recognition into *SpaceTime* series introductory slide that will be included in all episodes
- Logo recognition in *SpaceTime* banner graphic that will be included in select marketing materials
- Ability to provide questions for the speaker(s) in advance of the episodes for NSSA review and approval
- Ability to provide quarterly HTML email copy for NSSA to send to episode registrants post-event (date pending NSSA approval)
- Logo recognition throughout *SpaceTime* webpage(s) (can be linked to URL of your choosing)
- Social Media post recognizing your organization as the title sponsor of the *SpaceTime* series
- Logo recognition in all *SpaceTime* series promotional emails (can be linked to URL of your choosing)
- All deliverables are valid from date of signed agreement through December 31, 2022



2022 Sponsorship Guide

Replay Sponsor: \$10,000

The replay sponsorship is a great way to gain valuable exposure to anyone accessing archived footage from the *SpaceTime* series. Included in the sponsorship are the following deliverables:

- Recognition as the exclusive replay sponsor by NSSA representative during opening remarks for all *SpaceTime* sessions
- Logo recognition into *SpaceTime* series intro slide that will be included in all episodes
- Logo recognition on NSSA's website landing page for the *SpaceTime* archived footage (can be linked to URL of your choosing)
- Ability to provide a short write up to be placed on the landing page for all archived footage (300 character limit) which can include links to a URL of your choosing
- Social Media post recognizing your organization as the replay sponsor of the *SpaceTime* series
- Logo recognition in all *SpaceTime* series promotional emails (can be linked to URL of your choosing)
- All deliverables are valid from date of signed agreement through December 31, 2022

Episode Sponsor: \$4,000

Show your thought leadership and sponsor a *SpaceTime* episode. Included in the sponsorship are the following deliverables:

- Ability to collaborate with NSSA on topics and speakers to be included in the *SpaceTime* series
- Recognition as the exclusive episode sponsor by NSSA representative during opening remarks for the selected *SpaceTime* episode
- Logo recognition into *SpaceTime* series intro slide that will be included in all episodes
- Ability to provide questions for the speaker(s) in advance of the sessions for NSSA review and approval
- Ability to provide HTML email copy for NSSA to send to episode registrants post-event (date pending NSSA approval)
- Social Media post recognizing your organization as a episode sponsor of the *SpaceTime* series
- Logo recognition on select *SpaceTime* series webpage(s) (can be linked to URL of your choosing)
- Logo recognition in select *SpaceTime* series promotional emails (can be linked to URL of your choosing)



Supporting Sponsor: \$2,000

Help support NSSA and gain valuable exposure at the same time becoming a supporting sponsor of the *SpaceTime* series. Included in the sponsorship are the following deliverables:

- Logo recognition into *SpaceTime* series intro slide that will be included in all episodes
- Logo recognition on select *SpaceTime* series webpage(s) (can be linked to URL of your choosing)
- Social Media post recognizing your organization as a supporting sponsor of the *SpaceTime* series
- Logo recognition in select *SpaceTime* series promotional emails (can be linked to URL of your choosing)
- All deliverables are valid from date of signed agreement through December 31, 2022

Executive Dinner Series

In-person (DMV Area) / Quarterly / Classified / Unclassified

OVERVIEW

The executive dinner series offer exclusive opportunities to network with select government leaders. Intended for senior level industry executives, these dinners provide the unique opportunity for small group discussions with the most senior government and industry colleagues.

OPPORTUNITY

Presenting Sponsor: \$15,000 per event / \$50,000 annual exclusive

Included in the sponsorship are the following deliverables:

- Recognition as the sponsor by NSSA representative during opening remarks
- Ability to introduce the speaker
- (3) three seats at head table with speaker and NSSA leadership
- Logo recognition on signage used during event
- Social media push recognizing your organization as the sponsor
- Logo recognition on NSSA website as the sponsor



Thought Leadership Dinner Series

In-person (DMV Area) / Quarterly / Unclassified

OVERVIEW

The Thought Leadership Dinner series are quarterly large-group receptions where mid-to-senior level leaders in both government and industry get together to exchange ideas and mingle with the broader national security space community.

OPPORTUNITY

Presenting Sponsor: \$12,500 per event / \$40,000 annual exclusive

Included in the sponsorship are the following deliverables:

- Recognition as the sponsor by NSSA representative during opening remarks
- Ability to introduce the speaker
- (3) three seats at head table with speaker and NSSA leadership
- Logo recognition on signage used during event
- Social media push recognizing your organization as the sponsor
- Logo recognition on NSSA website as the sponsor



NSSA SpaceLegacy Series – 4C1000: The Untold Story of the NRO Headquarters Staff 1962-1990

Virtual / Late Summer / Unclassified

OVERVIEW

The SpaceLegacy Series was created to properly document the historical programs that have molded how national security space is used today. Hosted through Zoom for Government, hear insight from many distinguished Americans who have paved the way for national security space. NSSA is honored to help preserve the important history of our nation's space and defense programs.

OPPORTUNITY

Title Sponsorship: \$15,000

Included in the sponsorship are the following deliverables:

- Recognition as the exclusive title sponsor by NSSA representative during opening remarks
- Ability to introduce the speaker(s) or provide a 90 second or less video that will be played at the beginning of the event
- Logo recognition on the introductory slide for the event
- Ability to provide questions for the speaker(s) in advance of the event for NSSA review and approval
- Ability to provide email copy for NSSA to send to all registrants (post-event and date pending NSSA approval)
- Logo recognition throughout the event webpage(s) that can be linked to the URL of your choosing
- Social media post recognizing your organization as the title sponsor of the event
- Logo recognition in select event promotional emails that can be linked to a URL of your choosing



eNews Advertising

Weekly e-newsletter delivery / Monthly Advertisements / Unclassified

OVERVIEW

Gain thousands of impressions by advertising in the NSSA eNews communications. Your advertisement will be included in the weekly NSSA Membership eNewsletter and other communications sent out highlighting major activities/milestones in the National Security Space Community. These communications are read by senior government and industry leaders from across the National Security Space enterprise.

OPPORTUNITIES

Banner Advertisements

Number of Months	1	2-5	6-9	10-12
Price per Month	\$4,500	\$4,365	\$4,275	\$4,140

*Please note, all prices listed are net.



Custom Opportunities

Don't see anything that meets your needs? Have you always wanted to try something new and creative? NSSA is happy to collaborate with you on new, unique opportunities that meet your budget and marketing objectives.

Contact Jeffrey T. Ley, with any questions or to reserve your sponsorship!

Jeff.Ley@nssaspace.org
703.628.8696