



NAGPS

National Association of
Graduate-Professional Students



Sponsorship Prospectus

Executive Summary

NAGPS represents and advocates on behalf of over 350,000 graduate and professional students across the US. Sponsorship arrangements vary from \$1,000 to \$7,000 a year and offer your organization the opportunity to connect with the nation's future business, intellectual and political leaders through a variety of communication mediums.

The NAGPS membership base spans all disciplines and includes over 60 organizational member such as Johns Hopkins University, Massachusetts Institute of Technology, Duke University, Carnegie Mellon University, Western Michigan University, the University of Cincinnati, the University of Colorado – Boulder, and many more.

Your support ensures that NAGPS will continue to serve and advocate on behalf of graduate-professional students, the nation's primary resource of future innovation and intellectual capital.

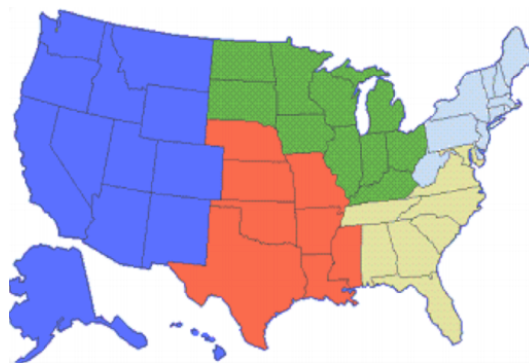
About NAGPS

NAGPS, a student-run organization that spans the entire United States, has three main functions: to facilitate connections and knowledge-sharing among graduate and professional students and their associations, to provide resources and support to members, and to advocate on its members' behalf.

The first two functions are addressed through annual national and regional conferences, professional and development opportunities, access to student insurance and benefits providers, and online and conference content supplying graduate students and their associations with information to empower their efforts at an institutional level.

Advocacy objectives are achieved through Legislative Action Days, during which NAGPS connects members with their elected representatives in Washington, D.C. or local offices to directly voice their concerns.

NAGPS is divided into five regions: Northeast, Southeast, Midwest, Southcentral, and Western. For more information about the NAGPS regional structure and leadership, visit <http://nagps.org/structure/regions>.



The Board of Directors, which serves as the primary governing body of NAGPS, consists of each of the five regional chairs, the President and Vice President, five other Officers in the areas of Administration, Communications, Finance, Outreach, and Relations, and chairs of the four standing committees (Employment Concerns, International Student Concerns,

Legislative Concerns, and Social Justice), as well as the immediate past president. For more information on the NAGPS leadership team, visit <http://nagps.org/structure/board-of-directors>

National & Regional Conferences

Annual conferences provide opportunities for members to connect with each other and share ideas and best practices. Each of the five NAGPS regions conduct an annual conference in addition to the annual national conference, offering local as well as national opportunities for members to connect and collaborate.

Sponsorship Overview

A relationship with NAGPS offers many benefits and opportunities to advance your organization's message, such as:

- Partnership with a nationally recognized organization with 25 years of experience as a leader in defending the interests of graduate and professional students
- Access to graduate schools in all regions of the country, including Johns Hopkins University, Massachusetts Institute of Technology, Duke University, Carnegie Mellon University, Western Michigan University, the University of Cincinnati, the University of Colorado – Boulder, and many more
- Opportunities to network with graduate and professional students nationwide
- Targeted communication to the nation's graduate community through various electronic and print mediums
- Participation and attendance at regional and national conferences, giving direct access to student leaders from across the nation

Sponsorship Levels

Becoming an NAGPS sponsor provides direct access to an organization with national recognition for its commitment to graduate and professional student welfare and an unmatched presence within the graduate community. Tax-exempt sponsorship plans allow sponsors to enhance their marketing and recruiting initiatives while providing continuing support for efforts to serve and advocate on behalf of graduate-professional students—the nation’s primary resource of future innovation and intellectual capital.

Reduced rates are available for not-for-profit organizations.

For a list of benefits available at each sponsorship level, see the table on the following page or visit <http://nagps.org/support/sponsorship>.

Platinum: \$7,000/year

Platinum sponsors have made a substantial commitment to the NAGPS mission and receive maximum exposure to the NAGPS membership base through extensive advertising in national and regional print and electronic channels. Additionally, Platinum sponsors receive direct access to student leaders at regional and national conferences and Legislative Action Days.

Gold: \$3,500/year

Gold sponsors connect with the NAGPS membership through extensive advertising through national and regional print and electronic mediums and the NAGPS website

Silver: \$2,500/year

Silver sponsors access NAGPS members through printed materials and the NAGPS website.

Bronze: \$1,000/year

Bronze sponsorships offer an excellent introduction for new NAGPS sponsors and provide the opportunity to evaluate the value of a relationship with NAGPS. Bronze sponsors communicate with NAGPS members through limited print and electronic communication.

Sponsorship Benefits

	Bronze	Silver	Gold	Platinum
Annual National Conference				
print advertising		1/4 page	1/2 page	full page
speaking session				20 minutes
publicity materials distributed to participants	✓	✓	✓	✓
Regional Conferences (5 per year)				
print advertising		1/4 page	1/2 page	full page
speaking session				20 minutes
publicity materials distributed to participants	✓	✓	✓	✓
Physical mailings				
printed materials included in NAGPS membership mailings				✓
Newsletters				
advertisement in print and electronic versions ("clickable" in electronic version)		1/4 page	1/2 page	1/2 page
Website				
logo on nagps.org	✓	✓	✓	✓
Other media				
podcast episodes (sole sponsor)			1 episode	3 episodes
moderated communication (email and social media)	1/year	2/year	3/year	4/year
Yearly contribution	\$1,000	\$2,500	\$3,500	\$7,000

Other Sponsorship Options

Regional Sponsorship: \$1,000/year

Sponsors who are interested in targeting a message to NAGPS members in a specific region may elect to partner with NAGPS as a regional sponsor.

Regional sponsors receive the following opportunities:

- Half-page advertisement in the region's conference program
- 30-minute speaking session at the region's conference
- Publicity materials distributed to the region's conference attendees
- Moderated email communication with members of the region

Specific Events and Items: (please inquire for a quote)

Throughout the year and in conjunction with annual conferences, events and items such as keynote speaker sessions, dinners, co-branded promotional items and grants to support NAGPS members' travel to events. These events and items offer sponsors the opportunity for high-profile exposure and are negotiated directly with the Director of Relations.

Becoming a Sponsor

To get started, please visit <http://nagps.org/support/sponsorship> or contact the Director of Relations at relations@nagps.org. We look forward to partnering with you!

Board of Directors
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