

# NATIONAL SECURITY INNOVATION COMPETITION

**2012**

## Sponsorship Opportunities

The National Security Innovation Competition provides a unique opportunity for industry and government to show leadership and initiative supporting the innovative research conducted by university students to address national security needs. The competition also provides sponsors and attendees early insight to new technologies and the talented student presenters to be used for your organization's national security efforts or to bring on as a future workforce. It additionally serves to motivate primary and secondary school students to pursue STEM academic endeavors and emulate the dedication and drive of the university student competitors to create solutions for national security.

The National Homeland Defense Foundation is pleased to offer the following sponsorship packages for the 2012 National Security Innovation Competition.

Competition date: **April 27, 2012**; Final closing for sponsorships: **March 30, 2012**

### Entrepreneur Level Sponsor

**\$25,000 or more**

- ❖ Opening remarks on day of competition
- ❖ Competition Venue named for Sponsor(s)
- ❖ Company banner prominently displayed as backdrop for competition
- ❖ Premium media exposure; highlighted mention in all press releases
- ❖ Photo opportunity with the Keynote speaker
- ❖ Attendance for one (1) at the Judges dinner (night before competition)
- ❖ Attendance for two (2) at competitors reception (night before competition)
- ❖ Seating for one (1) at Judges/ VIP Table during Competition lunch
- ❖ Complimentary registration for ten (10) to attend Competition (includes refreshments, lunch and awards reception)
- ❖ Observer in Finalist judges deliberation
- ❖ Logo advertising – placement:
  - Full Page Ad and acknowledgment on inside cover of Competition Program

- Prominent placement in Print Media
- Prominent placement on Logo Board (center location)
- Placement on the NHDF website for the competition year
- Placement on NHDF Flash Rotator (home page) link to your company during the week of the competition
- ❖ Ability to air company commercial during breaks
- ❖ Opportunity to place corporate literature on display table during registration

### **Innovator Level Sponsor**

**\$15,000-\$24,999**

- ❖ Company banner prominently displayed in competition room
- ❖ Premium media exposure; highlighted mention in all press releases
- ❖ Photo opportunity with the Keynote speaker
- ❖ Complimentary registration for six (6) to attend competition
- ❖ Seating for one (1) at Judges/ VIP Table during Competition lunch
- ❖ Attendance for two (2) at competitors reception (night before competition)
- ❖ Logo advertising – placement:
  - Half Page Ad in Competition Program
  - Prominent placement in Print Media
  - Prominent placement on Logo Board
  - Company Banner/Board at Competition
  - Placement on the NHDF website for the competition year
- ❖ Opportunity to place corporate literature on display table during registration

### **1<sup>st</sup> Place Prize Sponsor (prizes are designated as a scholarship)**

**\$10,000**

- ❖ Company banner displayed in the Competition area
- ❖ Present 1<sup>st</sup> Place Prize (photo Opportunity with the media)
- ❖ Media exposure; sponsorship highlighted in all press releases
- ❖ Complimentary registration for three (3) to attend competition
- ❖ Seating for one (1) at Judges/ VIP Table during Competition lunch
- ❖ Attendance for one (1) at competitors reception (night before competition)
- ❖ Logo advertising – placement:
  - On First Prize Check presented to Competitor

- Competition program (prize page = 1/3 of page on inside cover)
- Print Media advertisement
- On the NHDF website for the competition year
- Company Banner/Board at Competition
- Logo displayed at awards table

### **2nd Place Prize Sponsor**

**\$5,000**

- ❖ Company banner displayed in the Competition area
- ❖ Present 2<sup>nd</sup> Place Prize (photo Opportunity with the media)
- ❖ Complimentary registration for three (3) to attend competition
- ❖ Seating for one (1) at Judges/ VIP Table during Competition lunch
- ❖ Attendance for one (1) at competitors reception (night before competition)
- ❖ Logo advertising – placement:
  - On Second Prize Check presented to Competitor
  - Competition program (prize page = 1/3 of page on inside cover)
  - Print Media advertisement
  - On the NHDF website for the competition year
  - Company Banner/Board at Competition
  - Logo displayed at awards table

### **3rd Place Prize Sponsor**

**\$2,500**

- ❖ Company banner displayed in the Competition area
- ❖ Present 3<sup>rd</sup> Place Prize (photo opportunity with the media)
- ❖ Complimentary registration for two (2) to attend competition
- ❖ Seating for one (1) at Judges/ VIP Table during Competition lunch
- ❖ Attendance for one (1) at competitors reception (night before competition)
- ❖ Logo advertising – placement:
  - On Third Prize check presented to Competitor
  - Competition program (prize page = 1/3 of page on inside cover)
  - Print Media advertisement
  - On the NHDF website for the competition year
  - Company Banner/Board at Competition
  - Logo displayed at awards table

**Awards Reception Sponsor****\$2,500**

- ❖ Company banner prominently displayed in the Reception room
- ❖ Recognition of sponsorship during NHDF's remarks at the beginning of the awards presentation
- ❖ Complimentary registration for two (2) to attend competition
- ❖ Logo advertising – placement:
  - 1/3 Page Advertisement in the Competition program
  - Print Media advertisement
  - Entrance to the reception room
  - On every table at the reception
  - On the NHDF website for the competition year
  - Company Banner/Board at Reception

**Lunch - Keynote Sponsor****\$2,500**

- ❖ Company banner prominently displayed in the Lunch area
- ❖ Introductory remarks for Keynote speaker
- ❖ Seating for one (1) at lunch head table
- ❖ Complimentary registration for two (2) to attend competition
- ❖ Logo advertising – placement:
  - 1/3 Page Advertisement in the Competition program
  - Print Media advertisement
  - Entrance to the lunch room
  - On every table at the lunch
  - On the NHDF website for the competition year
  - Company Banner/Board at Lunch area

**Breakfast Sponsor**

**\$1,000**

## **Booz | Allen | Hamilton**

**Hospitality Sponsor**

**\$1,000**

- ❖ Company banner displayed in the Hospitality area
- ❖ Complimentary registration for one (1) to attend competition
- ❖ Logo advertising – placement:
  - Competition program
  - Entrance to the hospitality area
  - On every table in the hospitality area
  - On the NHDF website for the competition year

**Science Technology Engineering Math (STEM) Sponsor**

**\$5,000**

The logo for ARINC, consisting of the word "ARINC" in a bold, blue, sans-serif font.

**Student Competitors Reception Sponsor**

**\$1,500**

Pre-event reception April 26 that brings together competitors, judges and tech reps

- ❖ Company banner displayed in the reception area
- ❖ Reception named after sponsor
- ❖ Complimentary registration for one (1) to attend competition
- ❖ Logo advertising – placement:
  - Competition program
  - On the NHDF website for the competition year
  - Company Banner/Board at Reception

## Other Sponsorship Opportunities

❖ Competitor Gift Sponsorship	\$1,500
➤ Company Logo placed on gift	
❖ Competitor Team “Briefing Board” Sponsorship	\$1,000
❖ Printed Program Sponsor	\$1,000
➤ Acknowledgement of sponsorship on inside back cover	
➤ Full-page Advertisement included	
❖ Competition Badge Sponsorship	\$1,000
➤ Company Name Displayed on Badge/Badge Holder	
❖ Wi-Fi Sponsorship during the day of Competition	\$500
➤ Acknowledgement on tent cards during competition	
❖ Additional Logo advertising opportunities – placement:	
○ Full-page In Competition program	\$500
○ Half-page in Competition program	\$250
○ On the NHDF website for the competition year with link to Company’s Website	\$250

## Sponsorships of any size are welcome and will be additionally categorized with sponsor benefits as follows:

- ❖ Complimentary registration (amounts will be pro-rated by sponsorship level)
- ❖ Logo advertising – placement:
  - Competition program
  - On the NHDF website for the competition year
  - Company Banner/Board at Competition
  - Company website link on the NHDF website

<b>PLATINUM</b>	<b>\$5,000+</b>
<b>GOLD</b>	<b>\$2,500-\$4,999</b>
<b>SILVER</b>	<b>\$1,500-\$2,499</b>
<b>BRONZE</b>	<b>\$1,000-\$1,499</b>

**The National Homeland Defense Foundation**

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