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# SEPTEMBER 10-12, 2021

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Partnership Opportunities

Hosted by the Tarheel Minuteman Foundation



# About the Annual Conference

A NGAUS tradition, the annual conference allows members to gather and vote on the top legislative priorities for NGAUS, share information and celebrate the camaraderie of being National Guard and NGAUS members and supporters.

The 2021 Conference will be held at the Charlotte Convention Center. More than 5,000 members of the military, national Administration officials, elected officials and private industry representatives who are members, partners, and supporters of NGAUS will be in attendance. Attendees will be from all 54 States and Territories. The event is a major gathering of industry and military decision makers who evaluate, assess, recommend and select equipment, machinery, supplies and services for the over 330,000 members of the Army and Air National Guard.

**Join us in Charlotte as we showcase the patriotic and innovative spirit of National Guard Servicemembers and the partners that support them.**

# The National Guard Association of the United States (NGAUS)

The National Guard Association of the United States is the Guard's primary advocate in Washington, educating Congress on the roles, capabilities and requirements of the nation's first military force. As one of the largest military lobbying organizations, NGAUS works to transform its members' ideas into legislative action and provide states and members unified representation before members of Congress and their staff on the association's priorities. Aside from the National Guard voice NGAUS brings to Capitol Hill, members also enjoy a variety of benefits that include everything from insurance and other life enhancing programs to various discounts and privileges with a variety of NGAUS business partners.

## VISION

To serve as America's strongest advocate for promoting the highest levels of relevance, readiness, modernization and quality of life for our National Guard family.

## MISSION

A full strategic partner with our state associations and congressional delegations enabling effective communication of our message to continuously improve our relevance, readiness, modernization and quality of life; while promoting our rich militia heritage as the nation's oldest military organization.

# National Guard

Since its inception in Salem, Massachusetts, on December 13, 1636, the National Guard has stood as the oldest component of the Armed Forces of the United States. The tradition of National Guard service is strong in this year's host state of North Carolina, with commitments in every major engagement since the Revolution. Today the Soldiers and Airmen of the National Guard come from every type of community and serve across all corners of our nation. The National Guard has never been busier in its existence than in the past decade. Despite its heavy commitment in the Global War on Terrorism, the units of the National Guard continue to meet every challenge, from response during emergencies and disasters, to responding to COVID 19, to deployments in areas abroad –the Soldiers and Airmen of the National Guard stand ready to support and serve while protecting the freedoms we as a nation enjoy.

# North Carolina National Guard Association

The North Carolina National Guard Association is a non-profit 501(c)(19) veterans' association that represents 15,000 members of all ranks and status--enlisted, warrant, officer, traditional Guardsmen, active, and retired. The North Carolina National Guard Association garners support for the NC National Guard's role in state and national security and improves its members' quality of life. The North Carolina National Guard Association achieves its mission through its three primary programs of Membership, Benefits, and Advocacy.

## Tarheel Minuteman Foundation

The Tarheel Minuteman Foundation is the official 501(c)(3) charity of the North Carolina National Guard Association. As a nonprofit organization, the foundation relies solely on individual donations and corporation sponsorships. The Tarheel Minuteman Foundation exists to support the programs of the North Carolina National Guard Association as it provides support to the Soldiers, Airmen, Retirees and Families of the North Carolina National Guard. This support includes providing funding for scholarships, financial support to family support programs and professional development programs.

# Partnership Benefits

## **MAKE YOUR NATIONAL GUARD SUPPORT KNOWN AT THE 2021 NGAUS CONFERENCE CHARLOTTE, NC**

### **Convention Presenting Partner \$100,000:**

- Premier listing of company logo on NGAUS 2021 website with link to your corporate website
- Listing of company logo on NASCAR Hall of Fame Exterior Video Board\*
- Your video message on the NASCAR Hall of Fame Great Hall Fan Billboard
- Your own NASCAR “race car” on display at the NASCAR Hall of Fame
- Logo listing on all panel and lobby screens in the NASCAR Hall of Fame
- Company logo inclusion as presenting sponsor
- Premier logo placement on all printed materials, including: invitations, program books and promotional materials
- Premier logo placement on screens and signage during events, when applicable
- Recognition as the Presenting Sponsor in all applicable speaking programs
- Recognition in all media releases as presenting sponsor
- 10 invitations to The Adjutant General & Sponsor Reception\*\*
- 3 foursomes at the Sponsor Golf Tournament
- 10 invitations to the NGAUS Chairman’s Head Table Reception\*\*
- Reserved rooms in a conference hotel of choice (paid by partner)

### **Outer Banks \$50,000:**

- Prominent listing of company logo on NGAUS 2021 website with link to your corporate website
- Listing of company logo on NASCAR Hall of Fame Exterior Video Board\*
- Logo listing on all panel and lobby screens in the NASCAR Hall of Fame
- Your video message in the High Octane Theater prior to NASCAR Hall of Fame intro video
- Prominent logo placement on all printed materials, including: Invitations, program books and promotional materials
- Prominent listing on signage during events, when applicable
- Inclusion in all media releases
- 8 invitations to The Adjutant General & Sponsor Reception\*\*
- 2 foursomes at the Sponsor Golf Tournament
- 8 invitations to the NGAUS Chairman’s Head Table Reception\*\*
- Reserved rooms in a conference hotel of choice (paid by partner)

### Research Triangle \$25,000:

- Listing of company logo on NGAUS 2021 website with link to your corporate website
- Listing of company logo on NASCAR Hall of Fame Exterior Video Board\*
- Logo listing on Main Lobby Five-Panel Screen & High Octane Theater Lobby Screens
- Listing on all printed materials, including: program books and promotional materials
- Listing on signage during events, when applicable
- 6 invitations to The Adjutant General & Sponsor Reception\*\*
- 1 foursome at the Sponsor Golf Tournament
- 6 invitations to the NGAUS Chairman's Head Table Reception\*\*
- Reserved rooms in a conference hotel of choice (paid by partner)

### Piedmont \$10,000:

- Listing of company name on NGAUS 2021 website
- Listing on printed materials, including: program books and promotional materials
- Listing of company logo on NASCAR Hall of Fame Exterior Video Board\*
- Logo listing on High Octane Theater Lobby Screens
- Listing on signage during events, when applicable
- 4 invitations to The Adjutant General & Sponsor Reception\*\*
- 1 foursomes at the Sponsor Golf Tournament
- 4 invitations to the NGAUS Chairman's Head Table Reception\*\*

### Sandhills \$5,000:

- Listing on printed materials, including: program books and promotional materials
- Listing of company logo on NASCAR Hall of Fame Exterior Video Board\*
- 2 invitations to The Adjutant General & Sponsor Reception\*\*
- 2 invitations to the NGAUS Chairman's Head Table Reception\*\*

### Queen City \$2,500:

- Listing on printed materials, including: program books and promotional materials
- 1 invitation to The Adjutant General & Sponsor Reception\*\*

### City of Oaks \$1,000:

- Listing on printed materials, including: program books and promotional materials

\*Final display of logo must be approved by NASCAR Hall of Fame

\*\*Invitations The Adjutant General & Sponsor Reception and NGAUS Chairman's Head Table Reception include one guest

# Event Sponsorship

All event sponsorship include recognition at the event, partial event sponsorships available

- TAG Spouse Lunch - \$18,000
- Governor's Reception - \$200,000
  - Meals - \$125,000
  - Drinks - \$40,000
- All States Dinner Co-Sponsor - \$75,000
- Company Grade and Warrant Officer Mixer - \$70,000
- Spouse Lunch - \$50,000
  - Meals - \$35,000
  - Entertainment - \$5,000
- Member Golf Tournament - \$15,000
  - Hole Sponsorship - \$1,000
- Sponsor Golf Tournament - \$15,000
  - Hole Sponsorship - \$1,000
- 5K Fun Run/Walk - \$5,000

# In Kind Sponsorship

- Golf Tournament Adult Beverage Sponsorship
- Golf Tournament Non-Adult Beverage Sponsorship
- Golf Tournament Continental Breakfast
- Golf Tournament Lunch Buffet
- Hole In One Sponsorship
- Longest Drive competition
- Putting Championship Sponsor
- Winning Team Prizes