



## **PROMOTE YOUR BUSINESS**

*BE A SPONSOR FOR THE*

### **2021 ANNUAL MEETING OF THE NORTH AMERICAN SOCIETY FOR THE PSYCHOLOGY OF SPORT AND PHYSICAL ACTIVITY**

**Virtual June 9-11, 2021**

Visit NASPSPA at [www.naspspa.com](http://www.naspspa.com)

Your business has either supported NASPSPA in the past or has been identified as one that may have great appeal to NASPSPA members. We realize this is a difficult year, so we wanted to offer a great opportunity for your business to be a sponsor for the NASPSPA program in June of 2021. Being a sponsor is a great way to effectively promote your own business with NASPSPA members.

The North American Society for the Psychology of Sport and Physical Activity is a multidisciplinary association of scholars from the behavioral sciences and related professions. The Society functions to:

- Develop and advance practice through the scientific study of human behavior when individuals are engaged in sport and physical activity
- Facilitate the dissemination of information
- Improve the quality of research, teaching, and practice in the psychology of sport, motor development, and motor learning and control

We typically have 500 to 600 participants attending our annual meeting. Individuals include many of the top scientists in the fields represented which includes motor learning/control, motor development, and sport and exercise psychology. NASPSPA also has a strong contingent of students who will become faculty at universities and require new equipment to conduct their research.

Last year we held our virtual meeting on zoom. We had a very successful meeting, but felt that we could do a better job of promoting our sponsors. This year we are using a platform called *Hopin* that will allow our sponsors to have better access to our attendees.

Please let me know if you have any questions. **YOU CAN PAY THROUGH PAYPAL USING YOUR BANK ACCOUNT OR CREDIT CARD.** I can send you the link.

Please contact me via email and let me know of your decision.

We look forward to working with you to maximize your investment of time and service to our organization.

Penny McCullagh, Ph.D., Executive Director [naspspaed@gmail.com](mailto:naspspaed@gmail.com)

415-225-7754

**Sponsorship options include:**

|   | <b>Option 1</b> | <b>Option 2</b> | <b>Option 3</b> |
|---|-----------------|-----------------|-----------------|
| <b>Pre Event</b>                          | <b>\$500</b>    | <b>\$1000</b>   | <b>\$2000</b>   |
| Logo and link in pre-event email          |                 |                 | x               |
| Social Media Promotion (Facebook)         | x               | x               | x               |
| <b>Access to Conference- one Comp Reg</b> | x               | x               | x               |
| <b>Marketing During Conference</b>        |                 |                 |                 |
| *Electronic Expo Booth                    |                 | x               | x               |
| Main Stage Presence During Keynotes       |                 |                 | x               |
| Link provided to attendees during event   | x               |                 |                 |
| <b>Post Conference</b>                    |                 |                 |                 |
| 25 Word Message and link with Post Survey |                 | x               | x               |
| Logo on Website for One Year              |                 | x               | x               |
| List of attendees who visited booth       |                 | x               | x               |
| Logo and link in 4 newsletters            |                 |                 | x               |

\*Electronic Expo Booth – you can have a rep available at designated times to interact or show a video to those who visit the booth. To encourage visitors to visit booths, NASPSA will have a drawing for a prize for all who support our sponsors.