

2024 STRATEGIC PARTNERSHIP & SPONSOR PROSPECTUS



NSSGA®

NATIONAL STONE, SAND
& GRAVEL ASSOCIATION

Our members are your markets

- 140 producer members across all 50 states, eight Canadian provinces, and the Bahamas
- Member companies encompass 6,500 locations
- More than 65% of all aggregate producers and 60% of all active metal and non-metal mines in the United States are members of NSSGA
- 16 of the top 25 aggregates producers in the United States are active members
- Nearly 93% of our members are considered smaller producers

“The value DSC Dredge, LLC receives as an NSSGA Partner is immeasurable. As a corporation, if you desire to be “in the market” and increase your market visibility, there is no better way than to become a NSSGA Partner! The market networking opportunities are phenomenal.”

CHARLIE JOHNSON
DSC Dredge, LLC

Start building your customized 2024 Annual Strategic Partnership today! Contact meetings@NSSGA.org

NSSGA events to date have:

- engaged over 450 companies plus their subsidiaries
- drawn 2,385 unique attendees and a total of 3,798 registrations
- featured a balanced mix of attendees from both large and small producers

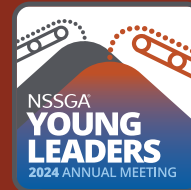
2024 STRATEGIC PARTNERSHIP OPPORTUNITIES



Annual Convention

MARCH 23–26 | NASHVILLE, TN

NSSGA's Annual Convention brings together our members, industry reps, and staff to conduct the business of the association. We are at our best when our NSSGA members are working together to advance policy, tackle regulations, build a strong workforce and provide the aggregates resources needed to build America's future.



Young Leaders Annual Meeting

APRIL 28–MAY 1 | SAN ANTONIO, TX

NSSGA's Young Leaders is a group of industry professionals 40 years old and younger. The group's annual meeting is designed to develop leadership and management skills; to advance industry positions; to foster the exchange ideas and discussion of areas of mutual interest; and to help build a national network of engaged industry professionals.



Leadership Summit

JUNE 9–11 | NAPLES, FL

NSSGA's Leadership Summit brings NSSGA's senior-level leaders together to conduct association business and governance; to create meaningful connections; and to provide insights about trends impacting the aggregates industry you won't find anywhere else.



Legislative & Policy Forum

SEPTEMBER 24–27 | WASHINGTON, DC

NSSGA's Legislative & Policy Forum is a chance for members to convene, collaborate and advocate on policies important to the aggregates industry. The cornerstone of this event is Hill Day, a slate of face-to-face meetings with elected representatives and staff where members share first-hand accounts of the implications of regulatory policies and underscore the value the aggregates industry brings to constituent communities.

Thought leadership opportunities

(available to Titanium, Platinum, Gold and Silver level sponsors)

Creating content and meaningful connections through an omni-channel approach will align your company's business objectives with interested and engaged NSSGA members.

DELIVERING VALUE

A webinar series for NSSGA members

Webinar Series

Title sponsorship of a webinar series (topics & speakers will be determined by NSSGA, collaborating with sponsor on content). Four to six webinars will be curated in the calendar year for each of the categories listed below:

- Environmental
- Safety & Health
- Policy Updates & Briefings
- Industry Education
- Small Producers
- Engineering & Technical
- Young Leaders

Single Webinar

Opportunity to promote one webinar of your choice, vetted and agreed upon with NSSGA staff.

Podcast Series

Opportunity to sponsor a podcast series. Available options include the Safety & Health Podcast Series.

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YEAR-ROUND BRAND RECOGNITION OPPORTUNITIES

Available at all NSSGA Meetings unless noted.

SILVER+ AND ABOVE

5k / Fun Run/Walk

(Annual Convention, Young Leaders, LPF)

A popular way to start the day with colleagues and getting to know the city you're in — this sponsor has the opportunity to brand route maps to t-shirts and more.

Daily Email Sponsor

Your logo and digital ad would be front and center each morning of an event in the daily email distributed to all attendees.

Hospitality

Kick back and relax. Sponsors have the ability to add additional swag to these areas that NSSGA attendees enjoy. Ideas include digital signage, napkins and more!

Name Badge Lanyards

Be up front and center with this great branding opportunity.

Onsite Pocket Guides

Without the pocket guides, attendees would be lost! Your brand would be on the cover of these handy and portable guides.

Registration

First impressions are so important. Your brand would be on the registration website, onsite signage / registration kiosks.

Young Leaders Optional Events

Support our Young Leaders by sponsoring one of the many networking events – contact the meetings team for ideas and opportunities.

GOLD AND ABOVE

Bottled Water

Thirsty? Your logo would be front and center on bottled water available in all breakout and committee meeting rooms.

Golf Tournaments & Golf Outings

(Young Leaders, Leadership Summit)

Fore! This sponsor will have signage, hosted beverage cart, contest holes and opportunities to provide golf related swag.

“Our ongoing partnership with NSSGA has been instrumental in connecting us with industry leaders and customers. The exposure our brand has received is fantastic. The work that NSSGA does to promote our industry and educate people of its importance is invaluable and will ensure its longevity.”

JORDAN RUSSELL
BeltTech Industrial

Hotel Keycards

G'night. Your brand would be on every attendee's hotel keycard.

Mobile App

Your brand would be front and center with the popular app. Targeted push notifications and branding opportunities galore.

Name Badges

(Annual Convention, Young Leaders and LPF)

Your brand would be close to the heart of all attendees! Premium plastic name badges with your logo would get your name out in style.

Reception Sponsor

(Annual Convention, Young Leaders and LPF)

Buy a round for all your NSSGA friends — signage, branding and specialty cocktails available!

PLATINUM AND ABOVE

General Session / Keynote Sponsor

Mainstage presence to welcome attendees – videos and opportunity to speak to all in attendance.

Dinner Sponsor

(Young Leaders, Leadership Summit)

Break bread with NSSGAs members at these popular evening events — signage, branding, gobos — the opportunities are endless!

NEW! ROCKPAC Sponsorships

NSSGA has added sponsorship opportunities for the annual ROCKPAC Donor's Reception. Your sponsorship will help fund our reception prizes that lucky ROCKPAC donors might win, including our grand prize of over \$30,000.

NOTE: All corporate sponsorship funds received for ROCKPAC will be used for prizes and ROCKPAC incentives, and not used to directly support political campaigns.

ROCKPAC

EVENT SPONSORSHIP LEVELS:

- \$2,500** Representative Level
- \$5,000** Ambassador Level
- \$7,500** Minority Leader
- \$10,000** Speaker's Council
- \$15,000** Chairman's Circle

By adding one of these levels to your Partnership, your footprint of support will increase! For example, Bronze Partners who choose to support ROCKPAC at the Ambassador Level (\$5k) would elevate to Silver.

Advocacy
is **JOB#1!**

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BRANDED DIGITAL COMMUNICATIONS

NSSGA is committed to providing our members up to the minute industry news, legislative updates and valuable insights in the aggregates industry.

If you are looking to gain greater visibility with NSSGA members, partnering with us digitally will connect you directly to potential customers. This impactful sponsorship includes the ability for your company to link readers to a website, press release or other pertinent company news link.



The Washington Report, a digitally delivered news brief, launched in 2020 and reaches all NSSGA members every other Thursday. This information-packed announcement focuses on all things DC-related and how legislation and policy efforts will affect the aggregates industry.



The Events Outlook is a weekly email alert that provides a snapshot of upcoming events and webinars.



The Week Ahead is digitally published each Monday serves as a key alert on NSSGA's agenda. House and Senate hearings, markups, votes and other policy issues are included in this newsletter. In addition, any NSSGA sponsored webinar or briefing is included.

"You start by supporting NSSGA for the networking with so many decision makers in our industry, but as you become involved you get such a feeling of togetherness and gratitude. Then the networking turns into friendships. Why wouldn't we want to support an industry that gives back so much to our country and all of the wonderful individuals who have made this industry their career and passion."

MARK KRAUSE
McLanahan Corporation

"Being a member of the NSSGA is another great opportunity for Caterpillar to work with our customers on issues important to their business. These additional conversations and insights enable us to continue providing solutions that will support their success."

ANDREW SCHLICKSUP
Caterpillar

Annual Strategic Partnerships

- **TITANIUM** (\$75,000+)
- **PLATINUM** (\$50,000+)
- **GOLD** (\$30,000+)
- **SILVER+** (\$20,000+)
- **SILVER** (\$15,000+)
- **BRONZE** (\$10,000+)

All Partnerships Include:

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Prominent visibility on NSSGA's Partnership Page

Visibility (signage, session title slides) at NSSGA annual events

Recognition at NSSGA annual events

Recognition on all event-related emails

Recognition in one issue of the *Sand, Stone & Gravel REVIEW* magazine

Facilitated one-on-one meeting with NSSGA President & CEO

Logo placement on website and virtual platforms, at events, and on email notifications

Opportunity to contribute education-focused articles for *Stone, Sand & Gravel REVIEW* magazine

Opportunities to provide white papers published on the NSSGA website

Complimentary event registrations (*total number determined by partnership level*)

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ADDITIONAL PARTNERSHIP BENEFITS

Business Development Access

Exclusive opportunities to connect to mutually agreed upon NSSGA member companies, facilitated by NSSGA staff.

T P G

4 3 2

Title sponsorship opportunities, coordinated with NSSGA staff

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Podium opportunities (live or virtual) at NSSGA annual events

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Participation in NSSGA arranged fireside chat (live or virtual) at one of the four annual events

VIP seating at all NSSGA events luncheon and dinner functions

Facilitated table arrangements at NSSGA luncheon and dinner functions

Press release announcement from NSSGA

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Semi-annual policy updates from NSSGA's Advocacy Team

Facilitated meetings with industry VIPs

Branding/Image*

Premium branding opportunities for exclusive title sponsorship events

T P G S+ S

Social media amplification through NSSGA social channels

Thought Leadership

Opportunities to provide customized educationally focused material for NSSGA facilitated webinars

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* Find additional ideas on Page 3