



National Association  
for Surface Finishing

## PARTNERSHIP OPPORTUNITIES

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- A graphic consisting of several blue, stylized arrows of varying lengths and orientations, all pointing upwards and to the right, set against a dark blue background with a faint grid pattern.
- **BOOST** your brand
  - **EXPAND** your influence in the industry
  - **SUPPORT** your Surface Finishing Association

# Boost Your Brand by Partnering with NASF

*As a NASF Partner, you gain year-round access and recognition. Your company will be prominently displayed through exclusive brand placement, event sponsorship opportunities, and SUR/FIN® booth incentives. The NASF Partnership Program is the most flexible and valuable way for your company to connect with your audience in the finishing community.*

## Who Will You Reach?

- Job shops
- OEMs
- “Captive” applicators
- Industrial users
- Suppliers of chemicals, equipment and services
- Technologist and researchers

The NASF community links companies, professionals and technical experts together through its events, programs, updates and key committees, and serves the total surface finishing sector.

The National Association for Surface Finishing’s work in regulatory compliance and advocacy, technical exchange and networking benefits not only the finishing industry, but the entire value chain. The NASF Foundation, NASF’s training arm, is the gold standard in finishing industry education and the exclusive grantor of industry certifications: Certified Aerospace Finisher (CAF), Certified Electroplater-Finisher (CEF) and Master Surface Finisher (MSF)

# Association Partnerships

The logo for the National Association for Surface Finishing (NASF) features the letters "NASF" in a bold, blue, sans-serif font. A horizontal line passes through the middle of the letters, with the line extending to the left and right edges of the logo area.

National Association  
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Join the industry's most influential networking circle and achieve your marketing objectives through exclusive opportunities! NASF Partners gain preeminent exposure and unparalleled access to NASF members throughout the year. This platform will enable your company to achieve marketing objectives using techniques not available to non-partners. Partnerships are three-year commitments.

## Alliance Partnership Overview – \$35,000

The *Alliance Partnership* advantages include:

### Year-round Recognition

- Logo-link placement on NASF.org Partner page with company descriptions
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- Feature article in NASF's e-newsletter
- Opportunity to support new NASF initiatives
- One Video Spotlight shared on LinkedIn & Newsletter
- One premium-placement banner ad in Newsletter (top of newsletter)
- Opportunity to share White Paper/Reports. Includes article landing page on NASF website. Promoted on LinkedIn & Newsletter.

### Networking and Access

- Two participant registrations for the NASF Leadership Conference
- Two participant registrations for the NASF Washington Forum
- SUR/FIN exhibit space valued at \$7,000
- Thirty additional SUR/FIN booth points

### Recognition at NASF Events:

#### Leadership Conference, Washington Forum, SUR/FIN

- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- SUR/FIN sponsorship valued at \$12,000
- Partnership recognition at Leadership conference and Washington Forum
- Logo placement on Partner signage at SUR/FIN

# Association Partnerships



## Premier Partnership Overview – \$28,000

The *Premier Partnership* advantages include:

### Year-round Recognition

- Logo-link placement on NASF.org Partner page with company descriptions
- Opportunity to support new NASF initiatives
- Logo-link placement on all NASF email alerts and bulletins
- Official use of NASF corporate Partnership logo on company promotional materials
- One high-placement banner ad in Newsletter (middle of newsletter)

### Recognition at NASF Events:

#### Leadership Conference, Washington Forum, SUR/FIN

- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- SUR/FIN sponsorship valued at \$8,000
- Partnership recognition at Leadership conference and Washington Forum
- Logo placement on Partner signage at SUR/FIN

### Networking and Access

- Two participant registrations for the NASF Leadership Conference
- Two participant registrations for the NASF Washington Forum
- SUR/FIN exhibit space valued at \$7,000
- Fifteen additional SUR/FIN booth points

# Association Partnerships



## Executive Partnership Overview – \$20,000

The *Executive Partnership* advantages include:

### Year-round Recognition

- Logo-link placement on NASF.org Partner page with company descriptions
- Official use of NASF corporate Partnership logo on company promotional materials
- Logo-link placement on all NASF email alerts and bulletins
- Opportunity to support new NASF initiatives

### Networking and Access

- One participant registrations for the NASF Leadership Conference
- One participant registrations for the NASF Washington Forum
- SUR/FIN exhibit space valued at \$3,500
- Ten additional SUR/FIN booth points

### Recognition at NASF Events:

#### Leadership Conference, Washington Forum, SUR/FIN

- Logo-link placement on all event emails
- Logo placement on sponsor poster at registration desk
- Logo placement and verbal recognition on NASF slide deck
- SUR/FIN sponsorship valued at \$5,000
- Partnership recognition at Leadership conference and Washington Forum
- Logo placement on Partner poster in NASF Pavilion during SUR/FIN

# Association Partnership Levels

	Alliance	Premier	Executive
<b>Price</b>	<b>\$35,000</b>	<b>\$28,000</b>	<b>\$20,000</b>
<b>Year-round Recognition</b>			
Logo-link placement on NASF Partner page with company description	✓	✓	✓
Logo-link placement on all NASF email alerts and bulletins	✓	✓	✓
Official use of NASF corporate Partnership logo on company promotional materials	✓	✓	✓
Opportunity to support new NASF initiatives	✓	✓	✓
Logo placement as Partner during all NASF events	✓	✓	✓
Newsletter Banner Ads	<b>Premium</b>	<b>High</b>	
Opportunity to submit feature article in the NASF newsletter	✓		
Video Spotlight shared on LinkedIn & Newsletter	✓		
Opportunity to share White Paper/Reports. Includes article landing page on NASF website. Promotion on LinkedIn & Newsletter.	✓		
<b>Networking and Access</b>			
Participant registrations for the NASF Leadership Conference	<b>2</b>	<b>2</b>	<b>1</b>
Participant registrations for the NASF Washington Forum	<b>2</b>	<b>2</b>	<b>1</b>
SUR/FIN exhibit space valued at:	<b>\$7,000</b>	<b>\$7,000</b>	<b>\$3,500</b>
Additional SUR/FIN booth points	<b>30</b>	<b>15</b>	<b>10</b>
SUR/FIN sponsorship valued at:	<b>\$12,000</b>	<b>\$8,000</b>	<b>\$5,000</b>
Opportunity to select event sponsorship items before general public	✓	✓	✓

Contact **Cathy Vick** or **Rachel Celentano** about partnership opportunities:

[cvick@nasf.org](mailto:cvick@nasf.org) • (202) 204-8395 | [rachel@nasf.org](mailto:rachel@nasf.org) • (212) 297-2124