

# ***NAMA Sponsorship Prospectus***

**CELEBRATING OUR  
20th ANNUAL CONFERENCE  
GROWING STRONGER TOGETHER**





NAMA Conference 2024  
**AYURVEDA**  
Sustainable Traditional  
Medicine 

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20th Annual NAMA Conference  
Grand Hyatt Vail  
May 16-19, 2024 | Vail, CO

# 2024 Marketing and Sponsorship Opportunities

Can you believe it? We are celebrating our 20th Annual NAMA Conference in 2024!

We are so excited to invite you to showcase your business in front of the Ayurvedic community by becoming a 2024 sponsor of the National Ayurvedic Medical Association (NAMA), a non-profit association that represents the Ayurvedic profession in the United States of America. NAMA aims to preserve, protect, promote and advance the consciousness-based philosophy, knowledge, science and practice of Ayurveda as a holistic approach to health and wellness for the benefit of all beings

By becoming a 2024 sponsor, you will directly support the continued growth of Ayurveda in the USA and establish your esteemed organization as a member and supporter of NAMA, the dynamic voice and premiere home for Ayurvedic professionals, students, educators and organizations.

Diamond, Platinum, Gold, Silver and Specialty Sponsorships are a wonderful way to have your brand stand out of the crowd by offering valuable visibility to an audience of over 65,000 throughout the 2024 year (January 1, 2024 through December 31, 2024) both as ongoing marketing engagement and at the conference.

Our 20th Annual National Conference will take place on May 16-19, 2024 at the Grand Hyatt Vail in beautiful Vail, Colorado. Join over 400 professionals, students, influencers, decision makers, pioneering & emerging educators, as well as established & innovative organizations from around the globe as we come together for three days to network, learn, support and engage with our welcoming Ayurvedic community.

The 2024 Annual NAMA Conference will include dynamic keynote speakers, ground breaking educational sessions and immersive experiences that will leave you feeling excited about how Ayurveda will positively change the future of health in America, while encouraging sustainability around the world.

Don't miss this opportunity to get your brand in front of your target audience!

## **BECOME A SPONSOR TODAY AND RECEIVE MARKETING BENEFITS THROUGHOUT 2024**

*See the chart below and look for the + symbol to see where this applies.*

**[BECOME A SPONSOR](#)**

For any questions or for more information regarding the sponsorship and exhibitor packages, please contact NAMA Conference Manager, Tracy Stonaker at [tracy@ayurvedanama.org](mailto:tracy@ayurvedanama.org).

Sincerely,  
Jayarajan Kodikannath, BSc, BAMS, AD  
President  
National Ayurvedic Medical Association

### **Contribution Policy Statement**

As a non-profit organization, NAMA relies on your contributions to continue our work on behalf of the Ayurvedic profession in the USA. Please consider giving generously as your contributions will help Ayurveda become established in the USA. Contributions and annual sponsorship fees may be tax deductible as a business expense for all individuals and organizations. However, as a non-profit trade association, 501 (c)(6), contributions to the National Ayurvedic Medical Association are not personally deductible as charitable donations. For more information, please consult your tax advisor.

# Annual Marketing & Sponsorship Opportunities

Become a sponsor NOW and receive BONUS marketing for the rest of 2024!

Annual Benefits (January - December 2024) + signifies this benefit can begin in 2023!	Diamond (\$20,000)	Platinum (\$10,000)	Gold (\$7,500)	Silver (\$5,000)
Website recognition: prominent logo/sponsor name with website link on the conference landing page	✓+	✓+	✓+	✓+
Logo included in all electronic NAMA newsletters	✓+	✓+	✓+	✓+
Video promotion recording on the NAMA website homepage and social media	+ two 5 minute social media videos	+ one 3 minute social media video		
Social Media Campaigns (Instagram, Facebook, and Twitter)	Monthly- 12 total	Bimonthly- 6 total	Quarterly- 4 total	1 social media post
Banner ads on the NAMA website	+ Continuous ad on NAMA homepage;	alternating banner ad on NAMA website		
Organizational Corporate Membership	✓+	✓+	✓+	✓+
Discount provider opportunity	✓+	✓+	✓+	✓+
Brand recognition of logo on introductory presentation slide for five (5) alternating monthly Seminar in Ayurveda webinars (live and recorded).	✓			
2 min. speaking opportunity at one (1) Seminar in Ayurveda webinar (live & recorded), with a reach of over 1,700 NAMA members & community	✓			
Sponsor spotlight in NAMA newsletter	2/year	1/year		
Logo and link included on NAMA home page	✓+	✓+	✓+	✓+
Logo and link on scrolling banner on NAMA homepage	✓+	✓+	✓+	✓+
Logo with quick access link on NAMA membership portal homepage	✓+	✓+		

## Included Conference Benefits

Conference Benefits	Diamond (continued)	Platinum (continued)	Gold (continued)	Silver (continued)
Booth in prime visibility/high traffic exhibitor area	Double	Double	Single	Single
Logo placement on the plenary session presentation slides	✓	✓	✓	✓
Logo on featured sponsors and partners page in conference digital program	✓	✓	✓	✓
Full Conference passes	6	4	3	2
Sponsor recognition on conference signs	✓	✓	✓	✓
Full color ad in digital conference program. Advertisement dimensions provided on website	Full page	Half page	Half page	Quarter page
Speaking opportunity for promotional purposes	Up to 5 min			
Mobile App Banner advertisement to be displayed on the conference mobile app for all in-person and remote attendees, and logo on conference App	✓	✓	✓	✓
VIP access to conference. For a current list of benefits, check the website	✓			
Logo and link on feature sponsors and partners page in 2024 NAMA conference webpage	✓	✓	✓	✓
Logo and link on scrolling banner on 2024 NAMA conference homepage	✓	✓	✓	✓

# Additional Opportunities

## Exhibitors Program

<p>In-person only at the Grand Hyatt Vail Hotel: includes 2 chairs, 6-foot table with drape, 50 word company listing in digital conference program, one complimentary conference pass (a \$499 value) and one discounted conference pass at \$399. For more information, see the 2024 NAMA Exhibitor Program Rules &amp; Regulations.</p>	<p>\$1250 for members; \$1,450 for non-members</p>
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## Event Sponsorships

<p>Welcome Reception on Thursday, May 16th, 2024: includes 10 minute speaking opportunity, signage with sponsor logo prominently displayed throughout reception space, mobile push notification to all attendees highlighting reception sponsor and sponsor logo on mobile app banner. (1 available).</p>	<p>\$10,000</p>
<p>Opening Plenary on Friday morning, May 17th, 2024: the formal conference kick-off event. Attendees will enjoy sponsor's remarks. Includes 5 min speaking opportunity, logo recognition, website and social media recognition and signage. (1 available)</p>	<p>\$5,000</p>
<p>Luncheon: includes 5 min speaking opportunity, logo recognition, website and social media recognition and signage. (2 available)</p>	<p>\$5,000 each</p>
<p>Tea Break: includes logo prominently displayed at designated high-traffic tea and water stations, website and social media recognition, and signage on the tea stand. Sponsor provides tea. (4 available)</p>	<p>\$2,500 each</p>
<p>Conference Practicum: includes logo recognition, website and social media recognition and signage. (3 available)</p>	<p>\$1,500 each</p>
<p>Conference session: includes logo recognition, website and social media recognition and signage.</p>	<p>\$1,000 each</p>
<p>Author Book Signing Salon: includes a 6 foot table and drape; 3 authors per table.</p>	<p>\$25 non-refundable application fee</p>
<p>Full-color Digital Ads in Conference Program</p> <ul style="list-style-type: none"> <li>• Quarter Page Digital Ad</li> <li>• Half Page Digital Ad</li> <li>• Full Page Digital Ad</li> </ul>	<ul style="list-style-type: none"> <li>• \$500</li> <li>• \$1,000</li> <li>• \$1,750</li> </ul>