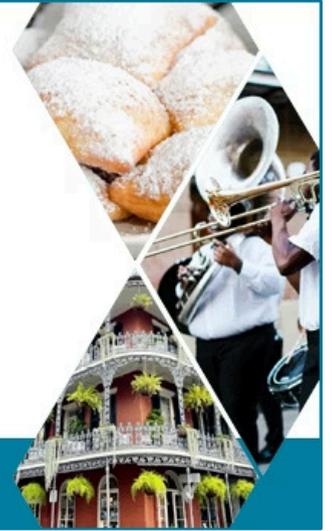




NETA 2026 Conference

September 13 - 17  New Orleans, LA & Virtual



Sponsorship Opportunities

Hilton Riverside New Orleans

Why Sponsor?

Help shape what comes next for public media

The **NETA Conference** brings together public media professionals who are leading change in education, content, and community engagement. As a sponsor, **you play a visible role in supporting the ideas, conversations, and connections that move the system forward.**

Your support fuels meaningful professional development, innovative ideas, and relationships that strengthen public media's ability to educate, engage, and serve millions of Americans.





Who You'll Connect With

The NETA Conference brings together 1,000+ public media professionals from stations across the country as they gather in New Orleans and virtually—people responsible for programming, operations, fundraising, and community engagement.

Station Leaders & Managers

General managers, executive directors, senior leaders, and department heads responsible for strategy, budgets, and partnerships

Content, Education and Engagement Professionals

Producers, educators, and engagement staff shaping programming, learning initiatives, and community outreach

Learning, Connection, and Celebration

General Sessions

Inspiring keynotes and panel discussions featuring industry leaders and thought-provoking perspectives on the future of public media

Breakouts & Workshops

In-depth sessions on content creation, technology, engagement strategies, and operational excellence

Networking & Exhibits

Structured networking opportunities and exhibit hall experiences where attendees discover solutions and forge partnerships

Public Media Awards

A celebratory evening honoring outstanding achievement in community engagement, content, education, marketing and communications, and overall excellence





All Sponsors Receive

Brand Visibility

Logo placement on the conference website, promotional materials, and digital communications reaching attendees before, during, and after the event

Digital Presence

Company listing on the conference platform and mobile app with clickable link, enabling attendees to learn more about your company or organization

On-Site Recognition

Acknowledgement during conference sessions

Conference Access

Complimentary conference registration(s) providing full access to sessions, networking, and events

Community Alignment

One-year NETA Associate Membership, connecting you year-round with public media professionals (not included with exhibitor only or bag insert packages)

Opportunities to Engage

(varies by sponsorship level)

Eligibility to propose sessions or workshops, positioning your team as thought leaders

Access to NETA Conference registrant list

EXCLUSIVE

Mission Partner

\$50,000

Conference-Wide Recognition

Your logo featured prominently in all conference communications, signage, and materials as the Mission Partner

Prominent General Session Visibility

Opportunity to program a general session, show a 60-second promotional video in a General Session, and/or lead a NETA Conference Breakout Session

High-Touch Attendee Engagement

Two on-site booth spaces in exhibit area (preferred location)

Pre-Conference access to NETA Conference registrant list and final attendee list after the conference is completed

Opportunity to provide up to three complimentary tote bag inserts for all attendees

Registration and Premium Seating

Ten complimentary NETA Conference registrations

Reserved VIP table for all meals and General Sessions





SIGNATURE EXPERIENCES

Conference Experience Sponsorships

Conference Lunch (3 available)

\$25,000

- Opportunity to provide a one- to two-minute welcome during the Lunch
- Two on-site booth spaces in exhibit area (preferred location)
- Ten complimentary NETA Conference registrations
- Opportunity to provide up to three complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Conference Breakfast (3 available)

\$20,000

- Two on-site booth spaces in exhibit area (preferred location)
- Ten complimentary NETA Conference registrations
- Opportunity to provide up to three complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Conference Experience Sponsorships

General Session (3 available)

\$15,000

- Opportunity to provide a one- to two-minute welcome during the General Session
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Conference Breaks (3 available)

\$10,000

- High-impact signage during selected break
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

EXCLUSIVE HIGH-IMPACT EXPERIENCES

Conference Experience Sponsorships

Closing Reception

\$15,000

- Opportunity to provide a one- to two-minute welcome during the reception
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Virtual Experience

\$15,000

- Splash ad on the Conference virtual platform and app
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

High-Interaction Opportunities

Gamification

\$15,000

- Opportunity to show 30-second promotional video before a General Session
- Opportunity to have “special Gamification” opportunities in conference app and in-person
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Connections (WiFi)

\$15,000

- Opportunity to show 30-second promotional video before a General Session
- Exclusive representation on WiFi signage throughout conference areas
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

EXCLUSIVE HIGH-IMPACT ENGAGEMENT

High-Interaction Opportunities

Registration

\$12,500

- Opportunity to show 30-second promotional video before a General Session
- Premium placement signage at registration area
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Conference Bag (PENDING)

~~\$10,000~~

- Logo on all conference bags
- On-site booth space in exhibit area
- Two complimentary NETA Conference registrations
- Opportunity to provide up to two complimentary tote bag inserts for all attendees

Room Keys

\$7,500

- Logo and/or message imprinted on the electronic room key of every NETA Conference attendee
- On-site booth space in exhibit area
- Two complimentary NETA Conference registrations
- Opportunity to provide a complimentary tote bag insert for all attendees

Supporting Learning That Matters

Breakout Tracks (6 available)

\$10,000

- High-impact signage during selected track
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Deep Dive Workshops (4 available)

Subject to schedule confirmation

\$5,000

- High-impact signage during selected workshop
- On-site booth space in exhibit area
- Two complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees





Celebrating Excellence in Public Media

The **Public Media Awards** recognize outstanding achievement in programming, education, and community service. This elegant evening celebration brings together the industry's most accomplished professionals to honor excellence and innovation. Awards sponsors align their brands with quality, creativity, and the highest standards in public media.

EXCLUSIVE

PMA Title Sponsor \$40,000

Award Program Exclusive Recognition

Your logo featured prominently in all Public Media Awards communications, signage, and materials as the Title Sponsor

Prominent Program Visibility

On-stage recognition and speaking opportunity during Gala
Opportunity to produce and lead a NETA Conference Breakout Session

High-Touch Attendee Engagement

Two on-site booth spaces in exhibit area (preferred location)
Opportunity to provide up to three complimentary tote bag inserts for all attendees
Pre-Conference access to NETA Conference registrant list and final attendee list after the conference is completed

Registration and Premium Seating

Five complimentary NETA Conference registrations
Reserved VIP table for PMA Gala





AWARD EXPERIENCES

Awards Reception

\$25,000

- Exclusive sponsorship of pre-awards cocktail reception
- Branded bar and reception signage
- Recognition in awards program materials
- Host privileges during networking hour
- Premium visibility as attendees arrive for the celebration
- Reserved VIP table for Public Media Awards Gala
- Two on-site booth spaces in exhibit area (preferred location)
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

AWARD EXPERIENCES

Category Sponsor (5 available)

\$15,000

- Sponsor selects one award category
- Opportunity to present the Overall Excellence award in the selected category
- Opportunity to provide a one- to two-minute (100 words) speaking opportunity during the introduction of the category
- Four reserved VIP seats for Public Media Awards Gala
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Newcomers Experience

\$10,000

- Exclusive sponsorship of newcomers experience
- Host privileges during experience
- Four reserved VIP seats for Public Media Awards Gala
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Awards After Party

\$10,000

- Exclusive sponsorship of the after-party experience
- Host privileges during experience
- Four reserved VIP seats for Public Media Awards Gala
- On-site booth space in exhibit area
- Four complimentary NETA Conference registrations
- Opportunity to provide one complimentary tote bag insert for all attendees
- Opportunity to produce and lead a NETA Conference Breakout Session

Connect with Attendees

Exhibit Space \$3,500

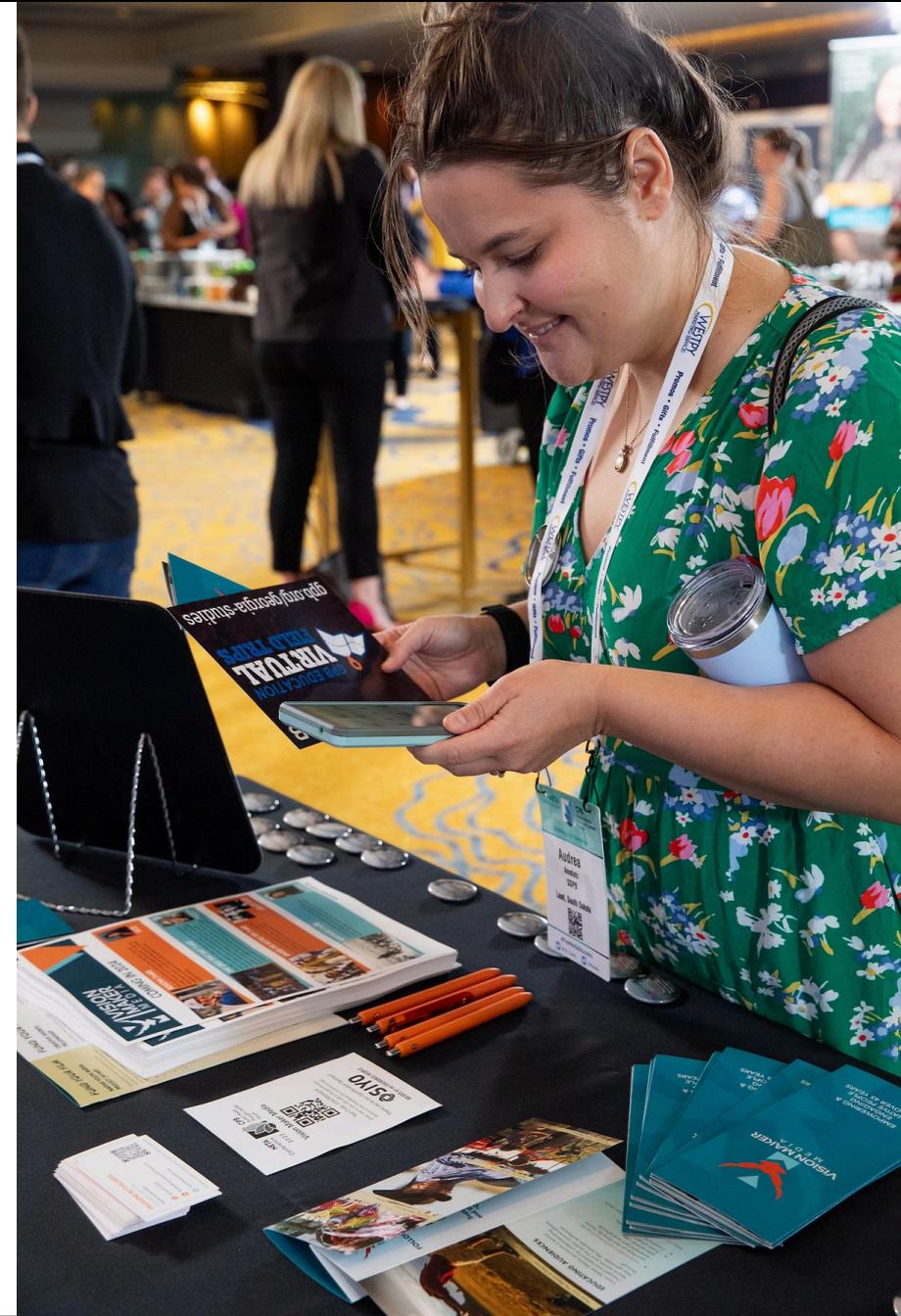
The exhibit hall is strategically located in high-traffic areas and open during key networking times, including breaks, receptions, and dedicated exhibit hours. Attendees visit specifically to discover new solutions, evaluate vendors, and explore partnerships.

- One on-site booth space in exhibit area
- One complimentary NETA Conference registration; up to three additional registrations available at \$550 each

Bag Insert \$750

With your message or gift "in the bag," attendees are certain not to miss it!

- This item represents one paper insert or one promotional item
- No assembly or collation services will be provided by NETA
- Please budget for approximately 500 pieces to ensure full distribution
- All bag insert items must be reviewed and approved by NETA prior to distribution



Let's Build the Right Fit

While our sponsorship menu offers structured opportunities, we recognize that the best partnerships are sometimes customized. If you're interested in a unique opportunity aligned with your organization's specific goals, we're ready to have that conversation.

Multi-Year Partnerships

Commit to supporting NETA over multiple conferences with discounted rates, enhanced benefits, and sustained relationship-building with our community

Hybrid or Bundled Sponsorships

Combine elements from different sponsorship categories to create a package that aligns with your objectives and maximizes value for your investment

Content-Aligned Opportunities

If your organization has deep expertise in areas like education technology, fundraising, or digital strategy, we can explore sponsorships that authentically connect your solutions with relevant learning experiences

Start the Conversation: Contact GoalBusters Consulting to discuss opportunities, request detailed prospectuses, or begin customizing a partnership that aligns with your goals.

Email neta.sponsorships@goalbusters.net to get started!

Opportunities at a Glance

\$50,000

- Mission Partner

\$40,000

- Public Media Awards
Title Sponsor

\$25,000

- Conference Lunch Sponsor
- Public Media Awards
Reception Sponsor

\$20,000

- Conference Breakfast Sponsor

\$15,000

- General Session Sponsor
- Closing Reception Sponsor
- Virtual Experience Sponsor
- Gamification Sponsor
- Connections (WiFi) Sponsor
- Public Media Awards
Category Sponsor

\$12,500

- Registration Sponsor

\$10,000

- Conference Breaks Sponsor
- Conference Bag Sponsor
- Breakout Track Sponsor
- Newcomers Experience Sponsor
- Public Media Awards
After-Party Sponsor

\$7,500

- Room Key Sponsor

\$5,000

- Deep Dive Workshop Sponsor

\$3,500

- Exhibit Booth

\$750

- Tote Bag Insert

Sponsorship Guidelines

The following apply to all sponsorships unless otherwise noted:

Sponsorship opportunities are **subject to availability and confirmation**. NETA reserves the right to **decline sponsorships** that do not align with its mission and values.

All sponsored **breakout sessions, general session submissions, and conference content** are **subject to proposal deadlines, review, approval, and placement by NETA through the session RFP process**.

Proposals will be accepted May 12-29, 2026.

Exhibit booth spaces are standard 8' x 10' and include a table, two chairs, trash can, and identification sign; **linens, power, and additional services are billed separately**.

Exhibit booths **may not be dismantled prior to scheduled tear-down**; early breakdown without approval will incur a **\$250 fee**.

Sponsors will receive a **sponsorship agreement** outlining deliverables, timelines, and requirements; **shipping instructions and deadlines** for materials will be provided in advance.

High-resolution logos must be provided according to NETA specifications; **logo production services may be available for an additional cost**.

Sponsors are responsible for the **costs of giveaways, promotional items, tote bag inserts, and custom décor**, where applicable.

NETA will select the menus for any sponsored meals or receptions; sponsors are not responsible to select or authorized to make changes to food and beverage banquet orders.

Full sponsorship agreements will outline specific deliverables, timelines, and requirements.