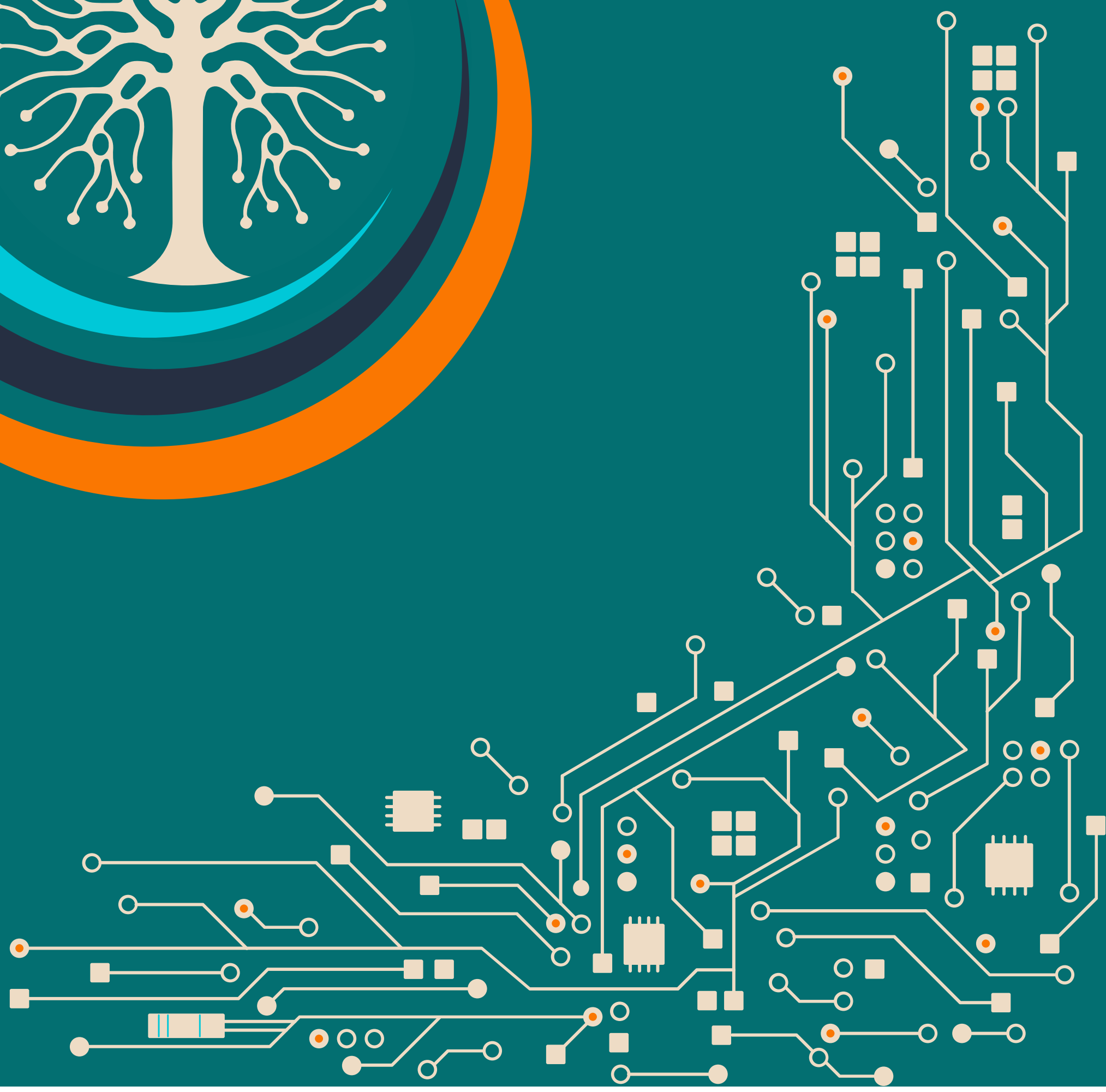




*2025 NAMA Marketing
and Sponsorship
Prospectus*



2025 Marketing and Sponsorship Opportunities

Become a 2025 sponsor of the National Ayurvedic Medical Association (NAMA), the dynamic non-profit association representing the Ayurvedic profession in the USA. NAMA aims to preserve, protect, promote and advance the philosophy, knowledge, science and practice of Ayurveda as a holistic approach to health and wellness for the benefit of all beings.

As a 2025 NAMA sponsor, you will showcase your business in front of the Ayurvedic community while directly supporting the continued growth of Ayurveda in the USA and establishing your esteemed organization as a member and supporter of NAMA.

The Diamond, Platinum, Gold, Silver and other Specialty Sponsorship Levels get your brand to stand out by offering valuable visibility to an audience of over 60,000 throughout 2025 (January 1 through December 31, 2025), and provides you with exclusive benefits, including conference attendance, promotions, marketing, advertisements and conference exhibitions. See all specifics in the following pages.

As a sponsor, you will be an integral part of the 21st Annual NAMA Conference, held in Spring 2025. Hundreds of professionals, students, influencers, decision makers, pioneering & emerging educators, and established & innovative organizations from around the globe come together for three days to network, learn, support and engage with our welcoming Ayurvedic community. The 2025 Annual NAMA Conference will include renowned keynote speakers, groundbreaking educational sessions, an expanded exhibitor arena and immersive experiences that will leave you feeling excited about how Ayurveda is changing the future of health in America, while pursuing longevity in the modern technical era.

Get your brand in front of your target audience!

BECOME A SPONSOR

AND RECEIVE THE MARKETING AND SPONSORSHIP BENEFITS THROUGHOUT 2025.

PLUS! If you join us in 2024, your benefits will begin early. See the charts below and look for the + symbol to see where this applies.

For more information about sponsorships, please contact conference@ayurvedanama.org.

NAMA Board of Directors
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 2025) + signifies this benefit can begin in 2024!	Diamond (\$20,000)	Platinum (\$10,000)	Gold (\$7,500)	Silver (\$5,000)
Sponsor Welcome Packet	✓ +	✓ +	✓ +	✓ +
Welcome Announcement for <u>New Sponsors</u> via the NAMA newsletter and social media. Announcement is sent within 30 days of sponsorship to the entire NAMA community. (60,000+ active)	✓ +	✓ +	✓ +	✓ +
Website recognition: Sponsor Logo and website link in Scrolling Banner on the NAMA home webpage.	✓ +	✓ +	✓ +	✓ +
Website recognition: Sponsor logo, name and 50 word description with website link prominently displayed on the NAMA sponsors webpage.	✓ +	✓ +	✓ +	✓ +
Website recognition: Video Ad promoted on the Sponsor Webpage.	3 minute video +	2 minute video +	1 minute video +	1 minute video +
Website recognition: Logo with quick access link on NAMA membership portal homepage.	✓ +	✓ +	✓ +	✓ +
Social Media Campaigns: Sponsor created content shared on NAMA's Social Media accounts (Instagram, Facebook, and LinkedIn).	12 total + 2 - 60 second video ads & 10 static posts	6 total + 1 - 60 second video ad & 5 static posts	4 total + static posts	2 total + static posts
Newsletter Highlights: Sponsor spotlight in NAMA newsletter for marketing campaign email, with one potential reminder email and posting. Campaign timing and posts are coordinated with the Communications Manager.	3 per year	3 per year	3 per year	3 per year
Newsletter Highlights: Logo and link included in ALL NAMA newsletters	✓ +	✓ +	✓ +	✓ +
Sponsor Recognition during live Seminars in Ayurveda (SIA): 1. Thank you Call Out and Sponsor Brand Recognition on the introductory presentation slide for 5 (five) SIA. 2. Opportunity to showcase a 1 min. video ad recording at the beginning of 1 (one) Seminar in Ayurveda webinar. Seminars in Ayurveda are recorded and available in the NAMA Learning Management System for NAMA Members and reach of over 1,700 NAMA members & 5,000 community members.	✓ ✓			
Complimentary Organizational Membership	✓ +	✓ +	✓ +	✓ +
Special Sponsor-only 2025 Conference Benefits	✓	✓	✓	✓

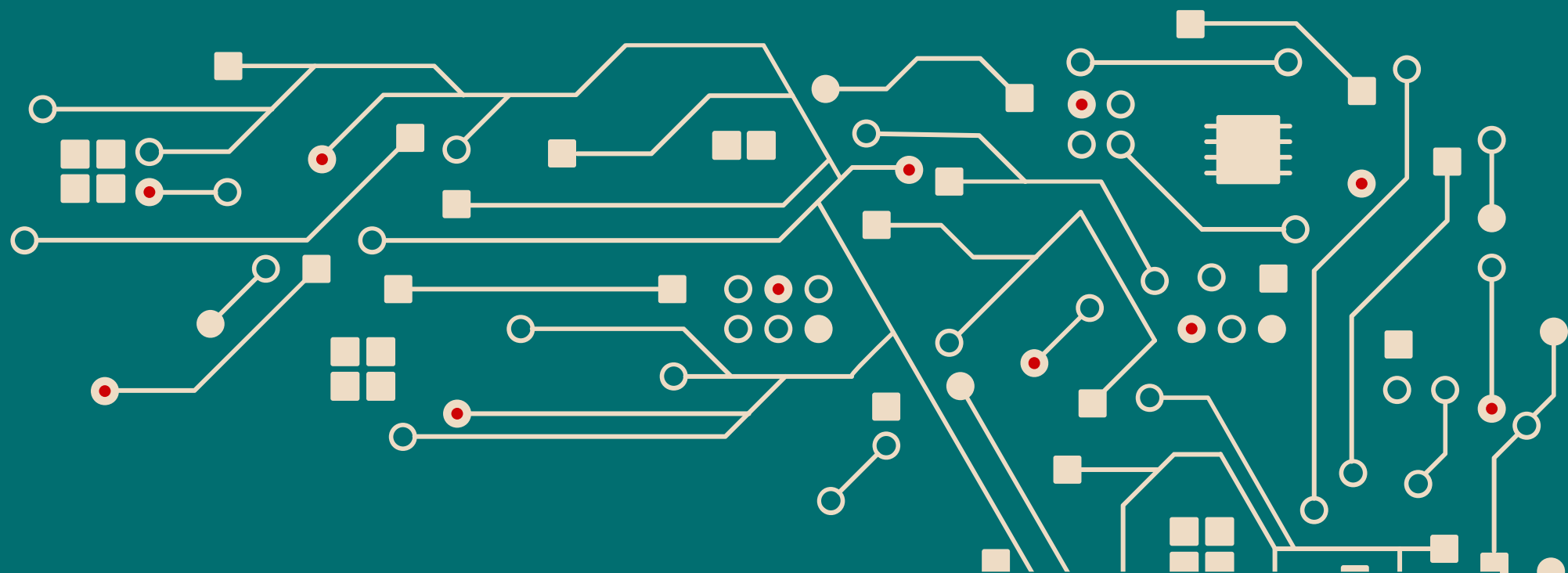
Organizational Membership Benefits

Included in all 2025 Sponsorship Packages

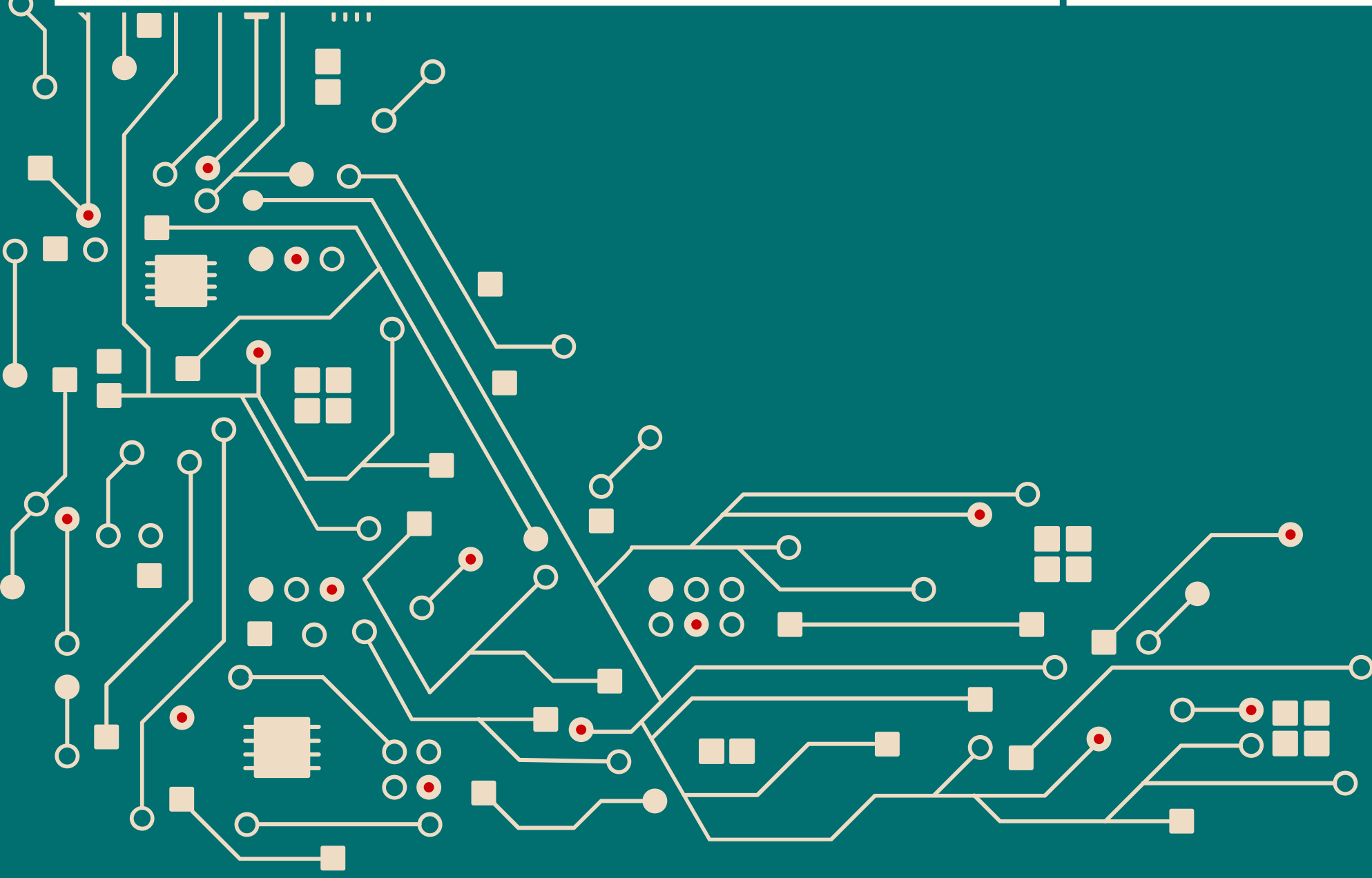
2025 Organizational Membership Benefits (January - December 2025) + signifies this benefit can begin in 2024!	Diamond (continued)	Platinum (continued)	Gold (continued)	Silver (continued)
Complimentary year-long NAMA Organizational Corporate Membership, which includes Organizational Corporate Individual membership for 2.	 +	 +	 +	 +
Additional Corporate Individual Memberships for staff available at discounted rate of \$80 at the level of General Membership with full member benefits.	2	2	2	2
Use of NAMA Organizational Corporate Membership logo mark for website, letterhead, or business cards.	 +	 +	 +	 +
Organization is eligible to apply to become a PACE provider for approved workshops, seminars & courses. Subject to NAMACB approval.	 +	 +	 +	 +
Member discount pricing on NAMA events for all Corporate Individual Members.	 +	 +	 +	 +
Opt-in to Free listing in Website NAMA Organizational Directory.	 +	 +	 +	 +
Listing Organizational Name, logo, and website link on the NAMA Organizational Webpage.	 +	 +	 +	 +
Opt-in to the Discount Provider Program, offering product or service discount exclusive to NAMA members.	 +	 +	 +	 +
Member pricing on conference recording for all Organizational Individual Members.	 +	 +	 +	 +
Organizational Individual Members are eligible to apply for participation on NAMA volunteer based committees and event planning. Approval is based on Ethics Committee approval.	 +	 +	 +	 +
Organizational Individual Members are eligible to vote.	 +	 +	 +	 +
Member's Only Networking opportunities.	 +	 +	 +	 +
Recognition of belonging to a professional association.	 +	 +	 +	 +

2025 Conference Benefits for Sponsors

Included in all 2025 Sponsorship Packages



2025 Conference Benefits for Sponsors	Diamond (continued)	Platinum (continued)	Gold (continued)	Silver (continued)
Exhibitor Booth in prime visibility/high traffic exhibitor area	Double	Double	Single	Single
Full Conference passes Automatic upgrade to VIP conference activities and benefits for 2 of the 4 complimentary passes (Diamond Only)	4 (2 VIP and 2 General Passes)	3 General Passes	2 General Passes	2 General Passes
Website recognition: prominent logo/sponsor name with website links on the conference webpages	✓	✓	✓	✓
Prominent Program Guide Presence: <ul style="list-style-type: none"> -Logo and link on "Thank You to Sponsors and Partners" page -Full color ad -Logo, sponsor name and 50 word description with website link showcased in the NAMA Sponsors and Exhibitor Listing pages 	✓ Full page ✓	✓ Half page ✓	✓ Half page ✓	✓ Quarter page ✓
Logo placement on the plenary session presentation slides	✓	✓	✓	✓
Sponsor recognition on conference signs prominently placed throughout the Conference Space	✓	✓	✓	✓
One Speaking Opportunity at the beginning of a select session, for promotional purposes and introduction of speakers.	Up to 5 min			
Mobile App recognition: Evergreen Mobile App Banner advertisement to be displayed on the NAMA mobile app for all in-person and remote attendees, including Organization's logo and link to website.	✓	✓	✓	✓



Additional Conference Marketing & Sponsorship Opportunities

Exhibitors Program

In-person only for 2 participants in the Exhibitors Program. Each Organization will be provided with a 6-ft table and 2 chairs. For more information see the 2025 NAMA Exhibitor Program Rules & Regulations. Includes a 50 word company listing with logo and website link, plus a quarter page full-color ad in the digital conference Program Guide.

Access to conference sessions and meals not included, but may be purchased separately.

**\$1250 for members;
\$1,450 for non-members**

Event Sponsorships

Sponsored Welcome Reception (1 only): 5 minute speaking opportunity at reception, customized sponsor signage prominently displayed outside reception space; mobile notification push to attendees about reception; limited time mobile app banner. program guide, website, Attendees will enjoy opening remarks, orientation to the conference, and the opportunity to meet other attendees.

\$10,000

Welcome Plenary Session (1 only): Two Minute speaking opportunity and speaker introduction at the formal conference kick-off event (date TBD), Sponsorship recognition in Program Guide, one ¼ page full color ad in Conference Program Guide and customized Conference Signage with Company Logo. mobile notification push to attendees about reception; limited time mobile app banner.

\$5,000

Luncheon (2 available): Two Minute speaking opportunity at one of the Conference lunches, Sponsorship recognition in Program Guide, 1 quarter page full-color ad in Conference Program Guide and customized Conference Signage with Company Logo. mobile notification push to attendees about reception; limited time mobile app banner.

\$5,000 each

Tea Break: Sponsor logo prominently displayed at designated high-traffic tea and water stations, website and social media recognition. Signage on the tea stand, sponsor provides tea.

\$2,500 each

Sponsored Practicum: One Minute speaking opportunity and speaker introduction of Practicum speakers, recognition signage, website, program guide and social media recognition.

\$1,500 each

Main Conference session: One Minute speaking opportunity and speaker introduction at a general Conference session, Sponsorship recognition in Program Guide.

\$1,000 each

Author Book Signing Salon: Includes a seat at a 6 foot table and drape; 3 authors per table, program guide listing, mobile app listing and notification.

\$25 non-refundable application fee

Full-color Digital Ads in Conference Program

- Quarter Page Digital Ad
- Half Page Digital Ad
- Full Page Digital Ad

- \$500
- \$1,000
- \$1,750

Access to the conference sessions and meals not included, but may be purchased separately.