



NACA Partners Engagement Program

NACA is proud to collaborate with mission-aligned companies and organizations that support the advancement of animal care and control. Our tiered partnership structure offers flexible options for visibility, engagement, and national recognition, while meeting agencies and professionals where they are.

As part of our commitment to the field, NACA actively participates in state and regional conferences across the country and also hosts our own in-person training events and specialized workshops throughout the year. These in-person opportunities allow us to connect more deeply with officers, agencies, and community partners, and to stay rooted in the realities of the work being done every day.

By going where the work happens — whether at state and regional conferences or NACA-hosted trainings — we're able to build stronger relationships, listen more intentionally, and create meaningful connections that fuel long-term change. As we engage with individuals, and agencies during these events, we are also intentional about highlighting our partners by including their materials, sharing trusted resources, and promoting available tools and services through our conversations and presentations.

Bringing our partners along with us is not just an added value, it's a win-win. It helps elevate trusted tools and services, increases your reach, and reinforces that together, we are investing in the people who make this work possible.

TIERED PARTNERSHIP LEVELS

☒ Tier 1: Platinum Paw: Premier Sponsor – \$7,500+

Our highest level of engagement, designed for partners seeking national exposure and deep collaboration.

- Co-branded flyer distribution at up to 10 mutually agreed-upon NACA appearances (NACA training events, state conferences, and/or regional events)
- Introduction to local conference organizers for sponsorship or speaking opportunities
- Inclusion of 1 branded item in the official NACA promo kit
- Logo displayed on NACA booth signage under "Our National Partners"
- Digital presence in post-event recap emails or social media highlights



- Option to ship materials directly to the host hotel or venue (coordination provided)
 - Add-on opportunities (optional):
 - Newsletter feature or sponsor spotlight (\$500)
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☒ Tier 2: Silver Paw: Supporting Sponsor – \$2,500 to \$7,499

Ideal for organizations seeking meaningful visibility at select events.

- Flyer distribution at up to 3 events
 - Shared signage space or table-top presence at the NACA booth
 - Logo Inclusion on the “Our National Partners” table signage
 - Materials shipped to a NACA central fulfillment location or regional points
 - Access to add-on visibility:
 - Social media shoutout (\$250)
 - Newsletter feature or sponsor spotlight (\$500–\$750 depending on format)
 - Custom bundle builder available: Check off the items you want, and we’ll build a price.
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☒ Tier 3: Mission Match – No Cost, Mission-Aligned

Reserved for partners who align closely with NACA’s mission and want limited, low-cost exposure.

- One-time flyer placement with pre-approval
- Limited to 1 NACA-selected event per year
- Shared signage space or table-top presence at the NACA booth
- Must coordinate all printing and shipping to the host venue independently



ADD-ON OPTIONS (A La Carte)

Customize your visibility further with optional upgrades:

- *Newsletter Sponsorship*: \$500
- *Featured Partner of the Month*: \$750
- *Social Media Story Shoutout*: \$250

Space is limited for featured events, newsletter inserts, and sponsor spotlights—early interest is encouraged.

PARTNER MATERIALS POLICY

To ensure quality and alignment, all partner materials must:

- Be submitted at least 45 days before the target event
- Follow print guidelines: max 1 sheet (front/back), eco-friendly preferred
- Be approved for content and message alignment
- Ship to either the host venue or NACA fulfillment (as directed)

EXHIBIT & VISIBILITY STRATEGY

We've reimagined our table and event experience to focus on quality, not clutter:

- Vertical brochure stands or QR code boards linking to resources
 - Rotating tablet display showcasing partner logos and digital toolkits
 - “Featured Partner” flyers with curated links or testimonials
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