

Connect with Members of the World's Largest
Fleet Management Association



NAFA[®] 2024 MEDIA KIT

CORPORATE | GOVERNMENT | PUBLIC SAFETY | EDUCATION | UTILITY

FOR MORE INFORMATION, CONTACT:
Weston Kalogeridis, National Media Sales Manager
313-610-8092 | wkalogeridis@nafa.org



WHO WE ARE

NAFA Fleet Management Association is the world's premier not-for-profit association for professionals who manage mobility and fleets of sedans, law enforcement, and public safety vehicles, trucks, and buses of all types and sizes, and a wide range of military and off-road equipment for organizations across the globe. NAFA represents the entire spectrum of the mobility and vehicle fleet management profession.

Our members are the fleet industry's leading decision makers, including corporate and government fleet executives who manage specification, acquisition, and maintenance of millions of vehicles, such as:

- Sedans
- Light-, medium- and heavy-duty trucks
- SUVs
- Vans
- Specialized highway and non-highway equipments



NAFA MEMBER FAST FACTS:

- Nearly **3,000** fleet managers, mobility directors, asset and facility managers, procurement, and more
- Manage fleets of cars, vans, and SUVs totaling **4.8 million** vehicles and accounting for **\$122 billion** in assets
- Account for **683,000+** vehicles, including 180,000 police sedans, 43,000-plus emergency vehicles, and 460,000 pieces of specialty equipment
- Maintain vehicles traveling more than **84 billion miles each year.**
- Work with over **600,000 medium- and heavy-duty trucks** totaling more than **\$30 billion** in assets in this sector

NAFA PRINT & ONLINE MARKETING TOOLS

FLEETSolutions Magazine — p. 4

NAFA members rely on *FLEETSolutions* to keep them in sync with industry best practices, informed on the latest technologies and services, and ahead of trends and challenges.

Lead-Generation — p. 11

Fleet in a Minute videos, Thought Leadership video interviews, and sponsored white papers all provide opportunities to receive data on the individuals who download these assets.

Online Buyer's Guide — p. 12

NAFA's Online Buyer's Guide makes it easy to locate products and services geared to the fleet management industry and helps NAFA members support the companies that support their community.

NAFA.org — p. 14

The NAFA website is the gateway for members and affiliates to access online information about NAFA and the fleet industry.

Fleet Pulse e-Newsletter — p. 15

Fleet Pulse e-Newsletter is emailed bi-weekly to NAFA members and affiliates. It provides timely coverage on the issues mattering most to the industry and is their go-to source for staying aware of upcoming events and member benefits.

NAFA Communities — p. 16

NAFA Communities are dynamic, online meeting places where knowledge turns into action. Considered a top member benefit and an invaluable resource, NAFA members post their questions and offer solutions.

e-Broadcast Service — p. 17

Send your message straight to NAFA member inboxes.

NAFA EVENTS, AWARDS, AND SPONSORSHIPS — p. 18

Sponsorships and website advertising for NAFA's most popular events and programs including I&E 2024, 100 Best Fleets, Green Fleet Awards, Green Garage Contest, Fleet Safety Symposium, Essentials of Fleet Management, and more.



FLEETSolutions

Published bi-monthly, *FLEETSolutions* is a leading industry resource with everything fleet managers need to achieve excellence in their jobs.

TARGET AN ENGAGED PURCHASING AUDIENCE



More than 4 out of 5 readers surveyed are involved in their organization's buying process and are responsible for specifying, recommending, and approving purchases.



4 out of 5 readers surveyed said they contacted an advertiser, purchased a product or service, or visited an advertiser's website after seeing an ad in *FLEETSolutions*.



Almost two-thirds (64%) of member readers said that when they receive an issue of *FLEETSolutions* magazine (print or digital), they skim the entire issue and read articles of interest.



About half (51%) of respondents prefer reading *FLEETSolutions* in both print and digital formats.



Seven in ten (70%) of respondents described *FLEETSolutions* content as timely.



HERE'S WHAT READERS SAY ABOUT NAFA PUBLICATIONS AND WEBSITE:

“NAFA has expanded my fleet knowledge and provided me with the expertise and training opportunities to excel in my role and make me an invaluable asset to my employer.”

AL CURTIS, SR.
Fleet Director
Cobb County Government
Marietta, GA

“NAFA is an invaluable resource for information that is both easy to understand and easy to implement. It is my go-to resource in seeking the information that I need to get my job done.”

ARTHUR KAPPEL, CAFM
Director, Fleet Operations
Alicie USA
Bethpage, NY

“I am very impressed with NAFA and the commitment to providing relevant and industry appropriate information to its members. The website is very useful and informative, full of valuable training and educational information.”

BILL STERNER, CAFM/CEM
Fleet & Materials Svc. Manager
Town of Flower Mound, TX

FLEET Solutions

2024 EDITORIAL LINE-UP*

Issue	Features & Editorial	Space Deadline	Artwork Deadline	Mail Date
JANUARY/ FEBRUARY	TOP 5 FLEET PRIORITIES FOR 2024 <ul style="list-style-type: none"> The Power of Planning — 1-year, 3-year, and 5-year fleet plan strategies 2024 I&E Preview — see you in San Antonio! 	12/20/23	12/29/23	2/9/24
MARCH/ APRIL	2024 I&E SHOW GUIDE ISSUE — HOW TO MAXIMIZE YOUR I&E EXPERIENCE <ul style="list-style-type: none"> Predictive Maintenance — using analytics to see into the future 	2/16/24	2/23/24	3/26/24
MAY/JUNE	SAFETY CHECK — HOW FLEETS ARE PERFORMING, HOW TO GET EVEN BETTER <ul style="list-style-type: none"> Get a True Picture of Your Fleet — scoring vehicles as a strategy for right-sizing and utilization 2024 I&E Event Coverage 	4/19/24	4/26/24	6/5/24
JULY/ AUGUST	TOP 5 SKILLS YOU NEED TO SUCCEED IN FLEET — TAKE CHARGE OF YOUR CAREER <ul style="list-style-type: none"> Sustainability & ESG — latest trends, benchmarking Distracted Driving — what works, what doesn't, policy development, fleets with success stories 	6/3/24	6/10/24	7/15/24
SEPTEMBER/ OCTOBER	100 BEST FLEETS — 100 BEST FLEETS: WINNERS' BEHIND-THE-SCENE STORIES <ul style="list-style-type: none"> EV Latest Technologies — new technology review 	8/1/24	8/9/24	9/13/24
NOVEMBER/ DECEMBER	FUTURE SHOCK — WHAT WILL FLEETS LOOK LIKE 5 YEARS FROM NOW? <ul style="list-style-type: none"> Can't Do EVs? — Other ways to green your fleet Future of Fleet — emerging talent in fleet, the ones to watch 	10/4/24	10/11/24	11/11/24

*This editorial calendar is subject to change.

FLEETSolutions

NET ADVERTISING RATES

All rates include a direct link from your company's ad to your website in the popular digital version of *FLEETSolutions*.

**INCLUDES
PRINT AND
DIGITAL
EDITIONS!**

Size	1x-2x	3x-5x	6x
Double Page Spread	\$4,595	\$4,365	\$4,135
Outside Back Cover	\$3,970	\$3,825	\$3,665
Inside Front or Inside Back Cover	\$3,600	\$3,450	\$3,300
Full Page	\$3,125	\$2,975	\$2,825
2/3 Page	\$2,695	\$2,575	\$2,425
1/2-Page Island	\$2,630	\$2,495	\$2,365
1/2 Page (horizontal or vertical)	\$2,325	\$2,200	\$2,095
1/3 Page (square or vertical)	\$1,375	\$1,425	\$1,350
1/4 Page	\$1,150	\$1,100	\$1,050
1/6 Page Marketplace	\$900	\$845	\$800

DIRECT MAIL OPPORTUNITIES*

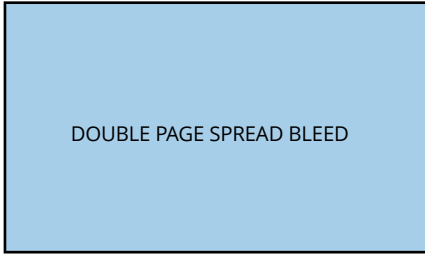
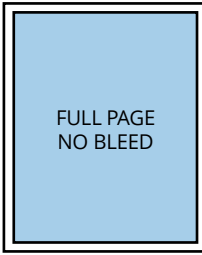
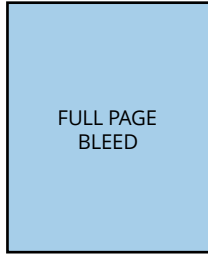
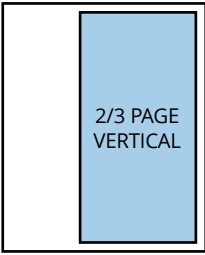
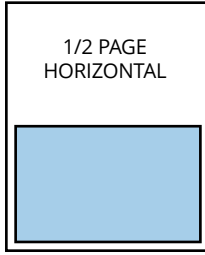
Advertise your products and services by inserting your flyer or brochure in the clear plastic bag in which *FLEETSolutions* is mailed. Whether you are promoting an event, a new product, or your entire product line, including your marketing materials with the magazine will ensure tremendous exposure for your company.

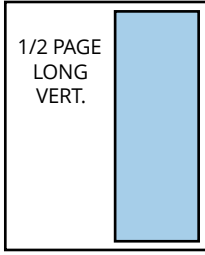
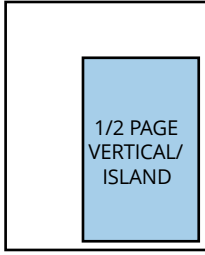
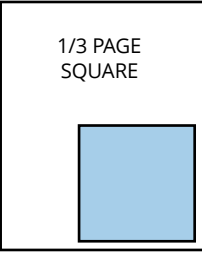
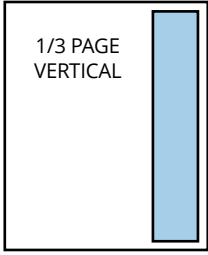
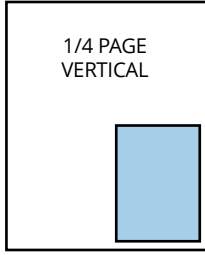
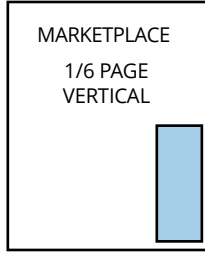
	Print Distribution
1 Page (2-sides)	\$2,650
2 Pages (4 sides)	\$3,300

*All direct mail pieces are furnished by advertiser. If you would like NAFA to print your insert for you, please contact **Weston Kalogeridis**, wkalogeridis@nafa.org, for a quote.

FLEET Solutions

PRINT SPECS

				
DOUBLE PAGE SPREAD BLEED	FULL PAGE NO BLEED	FULL PAGE BLEED	2/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL
17" x 11.125"	7" x 9.5"	8.625" x 11.125"	4.583" x 9.5"	7" x 4.583"

					
1/2 PAGE LONG VERT.	1/2 PAGE VERTICAL/ ISLAND	1/3 PAGE SQUARE	1/3 PAGE VERTICAL	1/4 PAGE VERTICAL	MARKETPLACE 1/6 PAGE VERTICAL
3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	2.166" x 9.5"	3.333" x 4.583"	2.166" x 4.583"

Trim Size: 8.375" x 10.875"

NOTE: Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times. DPS Live Area: 15.417" x 9.5" • Full-Page Live Area: 7" x 9.5"

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. Embed all screen and printer fonts as well as linked images.

AD MATERIAL SUBMISSIONS

Send all advertising materials to the attention of:
Josie Christian —
josie@kalomedia.com




FLEETSolutions

LEAD CONTENT PROVIDER: \$9,350

LIMITED TO 5 OPPORTUNITIES

- Your subject matter expert interviewed and included in cover story for selected *FLEETSolutions* issue.
- A 300-word educational sidebar (non-commercial in nature) related to the cover story.
- Provide editorial and/or be interviewed for a NAFA feature article (includes bonus distribution in NAFA e-newsletter).
- Full-page ad in *FLEETSolutions* print and digital editions.
- Showcase your company's product or services during an immersive 5-minute video interview with NAFA's editor. Video interview posted on NAFA's website, in *FLEETSolutions* digital edition and announcement email, the *FLEETSolutions* webpage, NAFA social media, and in one NAFA e-newsletter issue.
- Post video on your own website and social media channels.
- Leads provided for video views.

SPONSORED CONTENT

SHARE KNOWLEDGE, WIN CUSTOMERS

Build on your years of experience in the industry and provide knowledgeable and informed content that positions your company as a subject matter expert.



Sponsorship Opportunities	1x	2x	3x	4x	5x	6x
Double Page Spread	\$5,075	\$4,800	\$4,550	\$4,300	\$4,050	\$3,550
Full Page	\$3,500	\$3,325	\$3,150	\$3,150	\$2,800	\$2,450

GUIDELINES FOR YOUR SPONSORED CONTENT ARTICLE:

- Offer content that is educational in nature and solutions based.
- Do not promote products or services — instead, share best practices.
- NAFA reserves the right to edit content to meet these requirements and will return to advertiser for approval.
- Includes company logo and contact person.

FLEETSolutions

DIGITAL EDITION

**EXTEND YOUR PRINT
ADVERTISING INVESTMENT
WITH THE UNIQUE BENEFITS
OF DIGITAL MEDIA.**

FLEETSolutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.



Beautifully Responsive Content Delivery

- **User friendly** — Quickly and easily accessed on mobile phones and tablet devices, as well as desktop and laptop devices.
- **Platform independent** — Access the publication on both Apple and Android devices.
- **Artificial Intelligence** — Content based on a reader's viewing behavior. Over time, readers will have articles served up to them based on their previous reading behavior
- **SEO Optimized and AMP infused** — Search Engine optimized by default. The digital edition can also leverage Accelerated Mobile Pages, which makes pages load on mobile devices at much faster speeds.

Mobile & Desktop
Responsive HTML
Reading View

Advertising Opportunities

- **Harness the power of digital** — Your ad can include video, images, link to a survey, join an email list, or engage with external website content.
- **Ad management integration** — Google Ad Manager/AdButler/AdvertServe integrations. Ads supported in replica and responsive page views.

DIGITAL EDITION — EXCLUSIVE

1 EDITION	3 EDITION BUNDLE	6 EDITION BUNDLE
\$2,750	\$7,250	\$12,000

INCLUDES THE FOLLOWING:

Desktop Presentation Page

Full page ad located to the left of the cover on the desktop edition.

- Presentation page (same dimensions as issue cover)

Get 2 years' exposure in *FLEETsolutions* Digital Edition Resource Library!

Menu Ad

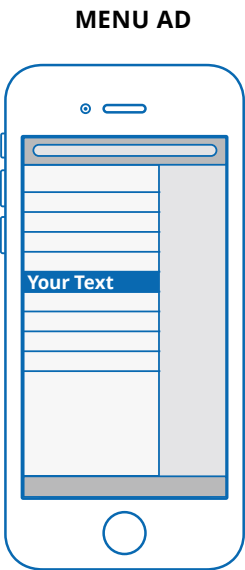
Your choice of text linked to your URL of choice in our digital edition menu.

- Linked text: 16 characters or fewer

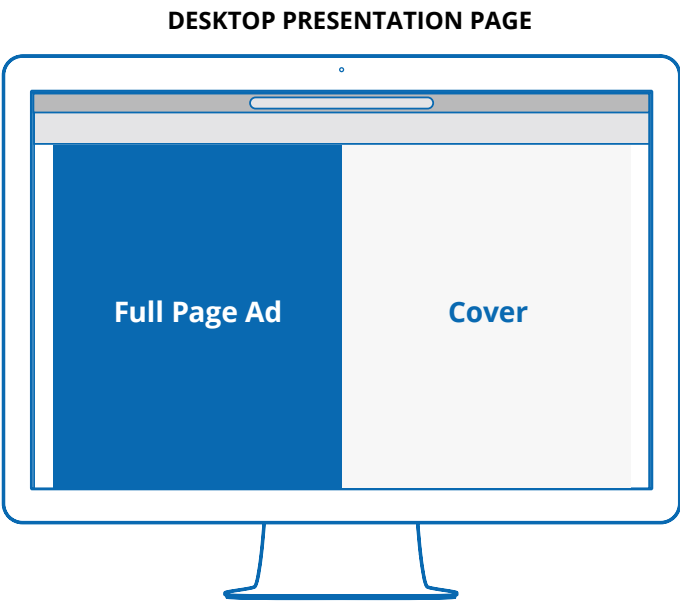
Digital Edition Release Email

When a new digital edition release is announced to members via personal email, your company logo appears with: "Thank you to this issue's digital edition featured advertiser [logo]."

Ad Units



Product or Company Name



Same Dimensions as Issue Cover

LEAD-GENERATING OPPORTUNITIES

VIDEO

Fleet in a Minute: \$2,500 each

- Video series showcasing your subject matter expert providing a 1-minute overview of any fleet-related topic (NAFA can assist with recording platform)
- Posted on the nafa.org website for 12 months
- Leads available for video views
- 1x inclusion in the NAFA e-newsletter
- Social media promotion



VIDEO

Thought Leadership Interview: \$3,500 each

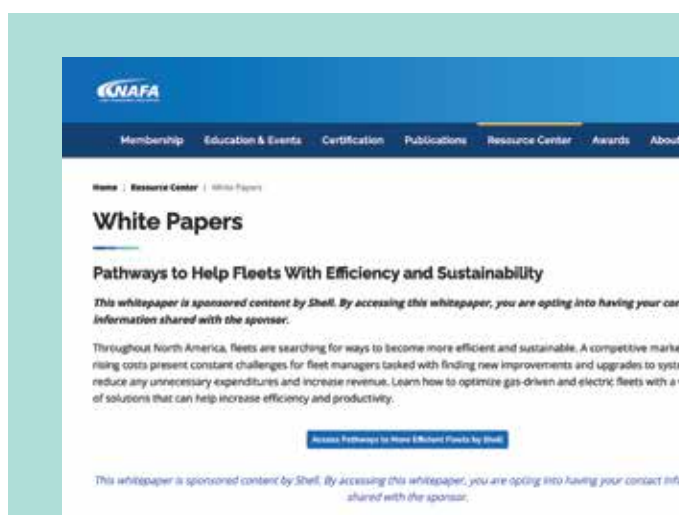
- Showcase your company's product, services, or a fleet-related topic during this immersive 5-minute interview with NAFA's editor in chief
- Posted on NAFA's website and in NAFA resource emails sent to members
- Featured video in 1 NAFA e-newsletter
- Posted on social media
- Leads available for video views

PLEASE NOTE: All content must be educational and non-commercial in nature. NAFA will not post sales videos, brochures, or other promotional information.



Whitepapers: \$3,000 each

- Provide a whitepaper on any fleet-related topic
- Whitepaper resides in the NAFA resource library online at nafa.org, available to all NAFA members
- Visibility on NAFA Whitepaper webpage
- Inclusion in periodic marketing emails to NAFA members
- 1x inclusion in NAFA e-newsletter
- Leads provided for white paper downloads
- Whitepaper resides on the nafa.org website open-access for 12 months
- Social media promotion
- Writing services available for additional fee



NAFA ONLINE BUYER'S GUIDE

The **NAFA Online Buyer's Guide** provides a unique resource for NAFA members to rapidly locate vendors that provide products and services to meet their needs. Get listed today to ensure you're visible to thousands of fleet managers with buying power.

- Regularly promoted in NAFA publications and other communications.
- Optimized to drive traffic from search engines and the NAFA home page.
- Brings fleet managers to you when they're ready to buy.
- Helps NAFA members do business with the companies that support their community.



IN 2023, THE ONLINE BUYER'S GUIDE RECEIVED:

- Total users: 1,107
- Total page views: 4,525
- Average of 3.11 pages/session

* Traffic from October 2022–September 2023

NAFA ONLINE BUYER'S GUIDE

BUYERSGUIDE.NAFA.ORG



LISTING OPTIONS

- **Basic: FREE!**
- **Enhanced: \$550/year** (includes url, email, phone, description, social networking pages, gallery of 4 images)
- **Featured: \$985/year** (your listing appears on the NAFA Buyers Guide Homepage, with all the enhanced features PLUS video, gallery of 8 images, a cover image, and more!)
- **Online Buyer's Guide Upgrade: \$600 per inclusion**
 - One product or service in quarterly Online Buyer's Guide marketing emails to NAFA members
 - 150x150 image of product or service and a 50 word write-up

Current Featured Advertisers:
Upgrade to receive these benefits!

Enhanced Advertisers:
Upgrade to a featured advertiser and receive these benefits!

AD SIZES

- 1 **Site-Wide Leaderboard**
 - 728 x 90 pixels
 - 1 Year | \$3,850**
- 2 **Square**
 - 250 x 250 pixels
 - 1 Year | \$2,425**
- 3 **Skyscraper**
 - 160 x 600 pixels
 - 1 Year | \$1,550**

View samples at: buyersguide.nafa.org/advertise

NAFA WEBSITE ADVERTISING

[WWW.NAFA.ORG](https://www.nafa.org)

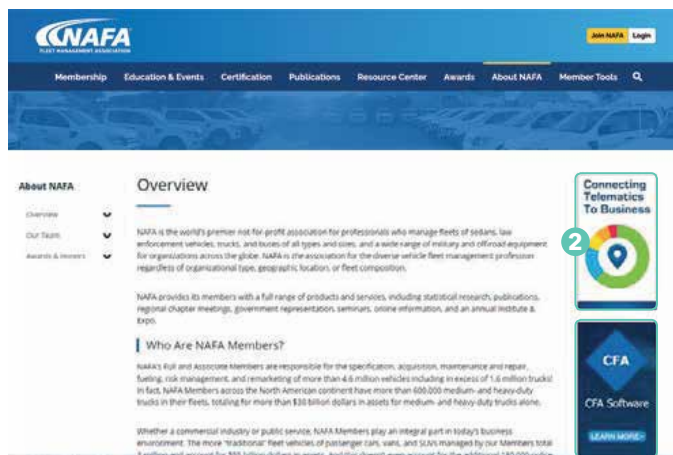
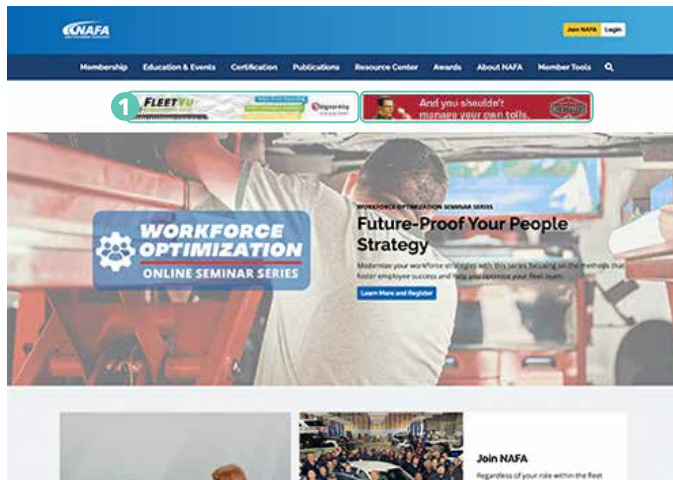
NAFA's website is the gateway for members and fleet professionals to access online information about NAFA and the fleet industry.

Visitors log on to [nafa.org](https://www.nafa.org) to learn about upcoming events, discover ways to maximize their NAFA membership, access the Resource Center, and read *FLEETSolutions* magazine and other NAFA publications.

ON AVERAGE, [NAFA.ORG](https://www.nafa.org) RECEIVES:

- Nearly 32,000 page views per month
- Over 9,093 unique visitors per month
- Average session 1m 14s

* Traffic from August 2021-July 2022



HOME PAGE

1 Leaderboard (550 x 60 pixels)

Two positions with 3 rotations each.

12 Months | \$5,280 (\$440 per month)

6 Months | \$2,970 (\$495 per month)

3 Months | \$1,650 (\$550 per month)

RUN-OF-INTERIOR PAGES

No matter which interior page visitors view, your ad will appear alongside the most frequently viewed content.

2 Vertical Banner (140 x 240 pixels)

Two positions with 3 rotations each.

12 Months | \$3,630 (\$302 per month)

6 Months | \$2,145 (\$357 per month)

3 Months | \$1,245 (\$415 per month)

NAFA e-NEWSLETTER ADVERTISING

Fleet Pulse, the association's e-newsletter, is emailed bi-weekly to NAFA members. NAFA's e-newsletter provides timely coverage on the issues mattering most to the industry and ensures maximum visibility of your advertising message.

Enjoy the benefits of a targeted e-newsletter:

- Frequently forwarded to others for additional exposure.
- In a 2022 survey, **three in five (60%)** readers described the newsletter as timely.
- Cross-promoted in NAFA publications and communications.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.

- 1 Large Banner (600 x 100 pixels)**
 - Only 2 spots available
 - 24x | \$10,920 (\$455 per insertion)
 - 12x | \$6,600 (\$550 per insertion)
 - 6x | \$3,475 (\$580 per insertion)
 - 3x | \$1,815 (\$605 per insertion)
- 2 Medium Banner (200 x 200 pixels)**
 - Only 2 spots available
 - 24x | \$8,300 (\$345 per insertion)
 - 12x | \$5,280 (\$440 per insertion)
 - 6x | \$2,825 (\$470 per insertion)
 - 3x | \$1,485 (\$495 per insertion)
- 3 Sponsored Content (logo/product image: 440 x 260 pixels)**
 - Only 1 sponsored content spot available per weekly issue
 - Ad includes hyperlinked logo or image (105w x 240h) plus up to 50 words text (advertiser to supply)
 - 24x | \$12,240 (\$510 per insertion)
 - 12x | \$7,620 (\$635 per insertion)
 - 6x | \$4,140 (\$690 per insertion)
 - 3x | \$2,250 (\$750 per insertion)



EACH ISSUE INCLUDES:

- Exclusive Original Feature Content
- Industry News Headlines
- Weekly Survey Question and Survey Results
- NAFA Association News
- NAFA Fleet Community Conversations

NAFA ONLINE COMMUNITIES

WHERE THE ACTION IS

NAFA Communities are dynamic, online meeting places where knowledge turns into action. Considered a top member benefit and an invaluable resource, NAFA members post their questions and engage in discussion groups with their peers. If you want your brand linked to networking, knowledge exchange, content curation, and idea incubation, then advertising in the NAFA Communities is perfect for you.

- More than 3,146 members in the General Forum (average per quarter)
- 761 active members per quarter
- 104 posts per month
- 27.5% open rate on daily digest emails per quarter

* Statistics from July 2022 - June 2023



Ad package includes discussions and daily digest emails, which provide a synopsis of discussions from that day, delivered to the member's inbox.

Ads are sold across all communities.

\$3,300 per month

Two ad sizes to choose from:



Communities Home (964w x 125h)



Interior Top (640w x 125h)

NAFA e-BROADCAST SERVICE

Send your message straight to NAFA member inboxes!

NAFA's e-Broadcast Service allows NAFA members to reach the membership while providing the safety of knowing their email addresses are secure. This service is available exclusively to NAFA members. The NAFA e-Broadcast Service helps you:

- Notify membership of your latest products
- Alert NAFA membership about company's services
- Promote your company to NAFA members

	Pricing
Entire Membership Database	\$1,100
Fleet Managers Only	\$1,325

Double Blast Option: Earn a 10% discount when booking 3 or more e-Broadcasts are the same time!

How It Works

- Supply your complete message in HTML code with inline styling
or
- Send text, a photo, and your company logo and url for NAFA to design the message (Design and set up fee: \$220)
- A test message will be sent for your approval
- Once approved, the message is emailed out in your reserved time slot



Additional Information

e-Broadcast messages help members reach their target market for promotional purposes. All messages will be reviewed and approved by NAFA before sending.

This service is not available for asking NAFA members to participate in surveys, benchmarking activity, etc. The NAFA logo and name may not be used in your messaging without prior approval. This service is available exclusively for NAFA members. Must be paid in full before the e-broadcast is sent.

QUESTIONS?

Contact

Weston Kalogeridis

(313) 610-8092 | wkalogeridis@nafa.org



NAFA 2024 EVENTS AND SPONSORSHIPS

OPPORTUNITIES ARE LIMITED—RESERVE YOUR TOP CHOICES TODAY

NAFA Institute & Expo (I&E 2024)

FLEETSolutions Live! I&E Breakfast: Fleet Manager Top Priorities of 2024

April 24, 2024 | 7:30–8:30 a.m.

Sponsor this deep dive into the most pressing priorities for fleet managers in 2024. Includes your company's subject matter expert (SME) participating in session content as a speaker or panelist. Your logo on all signage and marketing emails, social media promotions, and editorial coverage. Lead retrieval scanning to collect attendee data, and much more. Potential for exclusive or co-hosted sponsorship.

PRICE: \$17,000 exclusive; \$9,500 co-hosted

I&E Show Website Banner Ads

NAFA I&E is the industry's largest gathering of fleet managers and NAFA members, and attendees regularly visit the official event website as they register for the show, plan their trip, make reservations, and seek out the latest updates. No matter which page visitors view, your ad will appear alongside the most frequently viewed content.

PRICE:

Package A: Website Header (header carries to all pages) — 550x120 pixels horizontal

- **\$3,900** (exclusive)
- **\$2,500** (shared, up to 3 available)

Package B: Mid-page (all other ads) — 550 x90 pixels horizontal (home page), 160x640 pixels skyscraper (sub pages)

- **\$3,300** (exclusive)
- **\$2,000** (rotates with 1 other ad, 4 available)

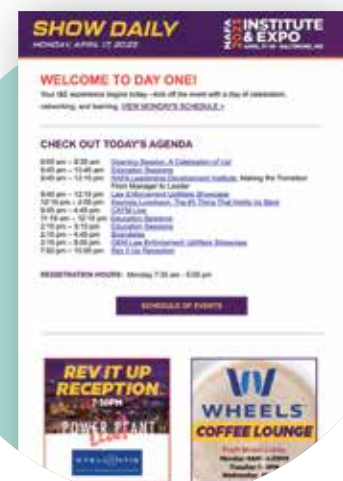


I&E Show Dailies

Be the first thing they see each morning by sponsoring the official I&E Show Daily, which showcases the latest news, important updates, and that day's upcoming events at I&E. Distributed each day to I&E's 2,000+ attendees.

PRICE:

- **Top Leaderboard Ad** (1 available) – **\$3,000** — 600x90 pixels
- **Top Square Ad** (2 available) – **\$2,000 each** — 250x250 pixels
- **Middle Leaderboard Ad** (1 available) – **\$1,500** — 550x60 pixels
- **Lower Square Ad** (2 available) – **\$1,000** — 250x250 pixels



NAFA 2024 EVENTS AND SPONSORSHIPS

NAFA Award Programs

Gain recognition and show your support of these prestigious industry-recognized award programs. Align your brand with NAFA's celebration of peak-performing fleets!



100 Best Fleets in the Americas (includes 100 Best public and commercial fleets competitions)



The 100 Best Fleets in the Americas program rewards and encourages ever-increasing levels of performance and innovation in fleet. 100 Best Fleets is the premier competition identifying fleet excellence in public and commercial fleets.

Sponsorship benefits run from January–December. Includes:

- hyperlinked sponsor logo on 100 Best Awards webpage for one year
- recognition as a program sponsor during 100 Best 2024 webinars and opportunity to participate as a speaker
- recognition and opportunity to participate in editorial coverage in NAFA's e-newsletter and *FLEETSolutions* magazine
- attendee lists for 100 Best-related events
- branding on marketing and social media promotions
- recognition on signage and at live awards ceremony at NAFA I&E
- 50% discount on advertising in *FLEETSolutions'* 100 Best cover story, and more.

PRICE: \$6,700



**Upgrade opportunities
(offered on a first-come,
first-served basis):**

- **+ \$3,000 (limited to 2)** — includes benefits above *plus* opportunity to emcee a regional 100 Best regional event at your facility, recognition as a marquee sponsor, and more.
- **+ \$7,000 (limited to 2)** — includes benefits above *plus* opportunity to participate on-stage during the Top 10 section of the 100 Best Fleets award ceremony during I&E on April 24th **PLUS** opportunity to emcee a 100 Best regional event at your facility, recognition as a marquee sponsor, and more.
- **+ \$4,000 – 100 Best Fleets Fleet Technician of the Year Award (exclusive sponsorship)** — includes opportunity to be on stage during presentation of award at I&E and sponsor recognition; branding on all Fleet Technician of the Year webpages, invitations, and email blasts; recognition at Fleet Technician of the Year webinar, and more.

NAFA 2024 EVENTS AND SPONSORSHIPS

NAFA Award Programs

Green Fleet Awards

Recognizing peak-performing fleet sustainability efforts, the Green Fleet Awards honors fleets that have significantly improved practices to make a positive impact on the environment. Sponsorship benefits run from January–December. Sponsorship includes:

- hyperlinked logo on Green Fleets Awards webpage
- promotion during awards-related webinars with NC Clean Energy Technology Center
- opportunity to present at the Green Fleets webinar series
- access to attendee lists
- branding on marketing and social media promotions, and more.

PRICE: \$2,600



NAFA
GREEN FLEET
AWARDS



Green Garage Contest

The Green Garage Contest brings together the most progressive and environmentally committed fleets to share best practices for eco-friendly vehicle fleet maintenance garages. Sponsorship includes:

- hyperlinked logo on Green Garage webpage
- promotion during awards-related webinars with NC Clean Energy Technology Center
- opportunity for client case study presentation
- recognition in NAFA's e-newsletter and *FLEETSolutions* magazine
- access to attendee lists
- branding on invitations, eblasts, and more.

PRICE: \$1,500



NAFA
GREEN GARAGE
CONTEST

WANT IT ALL? Get a base-level sponsorship of all three awards — 100 Best Fleets, Green Fleet Awards, and Green Garage Content — for a discounted price of \$9,600!

Quarterly Surveys

Your chance to reach NAFA members with your survey questions. (NAFA to build and administer the survey). NAFA reserves the right to include additional survey questions. Sponsorship includes:

- Sponsor recognized in survey email blast to members
- Receive survey results (aggregated report and raw data)
- Survey window is 2 weeks
- Sponsor must either submit a whitepaper or participate in a webinar reviewing the survey results

PRICE: \$5,000 (limit 1 per quarter)

NAFA 2024 EVENTS AND SPONSORSHIPS

NAFA Programs, Seminars, and Workshops

Fleet Safety Symposium

June 24-26 | Long Beach, California

NAFA's Fleet Safety Symposium addresses the most critical aspects of fleet safety programs, ensuring fleet managers have critical insights on safety technology, policies, driver training, emerging legislation, and trends. Includes 30-minute speaking opportunity, booth at the event, branding on promotions, social media promotions, full-page ad in *FLEETSolutions*, and more.

PRICE: \$6,500 – Limit to one sponsor

NAFA Certificate Programs – Virtual

Your company's chance to be recognized as the expert in your field! Your company SME provides opening remarks and is interviewed during the course-related material. Includes branding on marketing, social media promotions, signage, lead generation, and more.

Fuel Management | June 4, 6, 11, and 13

Risk Management | July 16, 18, 23, and 25

PRICE: \$4,000 each – Limited to one sponsor for each Certificate Program

Essentials of Fleet Management Seminar Date and location TBD

NAFA's Essentials of Fleet Management Seminar uncovers the essential fleet solution tools that allow fleet professionals to benchmark their fleet and lead to rapid improvements. Sponsorship includes speaking opportunity, display table, signage, branding on marketing and social media promotions, lead generation, and more.

PRICE: Exclusive – \$7,500



Fleet Policy Workshop

October 7-9 | Indianapolis

The Fleet Policy Workshop is an interactive 2½ day program that provides participants with a comprehensive understanding of best practices in fleet management policies. Sponsorship includes speaking opportunity, display table, signage, branding on marketing and social promotions, lead generation, and more.

PRICE: Exclusive – \$7,500

FLEETSolutions Live! Seminar Series – Virtual

Two seminars to choose from in 2024 — each seminar consists of three sessions. Your company SME as a co-presenter or panelist in one session. Includes signage, marketing emails, social media promotions, personalized messaging to attendees, virtual sponsor booth, lead generation, and more.

PRICE: \$3,500 (limited to 3 sponsors per seminar)

Seminar topics:

- Top 5 Skills You Need to Succeed in Fleet | August 27-29
- Future Shock — What Fleets Will Look Like in 5 Years | November 12-14

For additional information or to secure your sponsorship, contact

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