



NPLA

National Professional Lobbyists Association

Advancing Excellence in Advocacy

2026

SPONSORSHIP DECK



INTRODUCTION

WELCOME TO A STRATEGIC PARTNERSHIP

Dear Friends of the National Professional Lobbyists Association (NPLA),

As we celebrate our fifth year of impact, we are proud to introduce a new chapter in our organization's journey. Formerly known as the National Black Professional Lobbyists Association (NBPLA), we are now the National Professional Lobbyists Association (NPLA), a rebranded and realigned organization committed to Advancing Excellence in Advocacy. This evolution reflects both our growth and our continued dedication to building a more inclusive, ethical, and dynamic lobbying and government affairs profession.

It is also with great excitement that we introduce Tatyana Wimberly as our new Executive Director. Under her leadership, NPLA is poised to expand its national footprint, strengthen strategic partnerships, and deepen its impact on professional development, workforce diversity, and leadership advancement within the advocacy community.



We are deeply grateful for the support that has sustained us over the past four years and helped establish a strong foundation. As we enter our fifth year, we remain focused on creating equitable access to opportunity, elevating professional standards, and ensuring that advocacy spaces reflect the diversity and excellence of the communities they serve.

This year marks a renewed commitment to:

- Strengthening the pipeline of diverse advocacy professionals
- Expanding corporate and institutional partnerships
- Delivering high-quality national programming, conferences, and networking platforms
- Creating meaningful opportunities for collaboration between NPLA members and our sponsors

Our rebrand represents more than a new name—it represents a bold vision for the future of the profession. We believe that diversity, excellence, and ethical advocacy are not competing values, but complementary pillars of success. Through NPLA, we are creating a space where talent, integrity, and opportunity intersect.

We invite you to join us as a corporate partner and sponsor in this next phase of growth. Your investment directly supports leadership development, professional training, student and early-career pipelines, and the expansion of equitable representation in lobbying and government affairs.

Thank you for standing with us as we build the future of advocacy—one rooted in excellence, equity, and meaningful impact.

With gratitude and anticipation,

Gregory Jones, Chair
National Professional Lobbyists Association (NPLA)
"Advancing Excellence in Advocacy"



ABOUT NPLA

AN ASSOCIATION FOR ENGAGEMENT AND INFLUENCE

The National Professional Lobbyists Association (NPLA) is a national professional organization dedicated to elevating the standards, access, and impact of advocacy professionals. We develop leaders, strengthen ethical practices, and create equitable pathways into government relations, public policy, and advocacy careers.

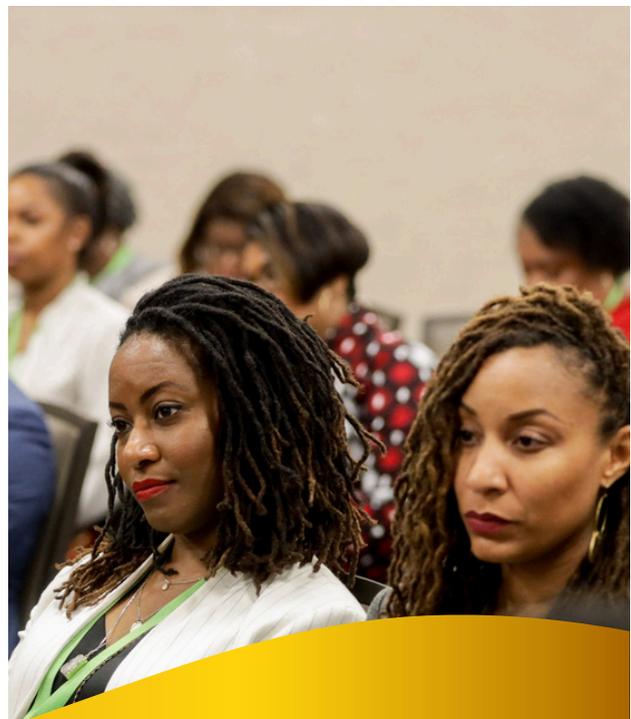
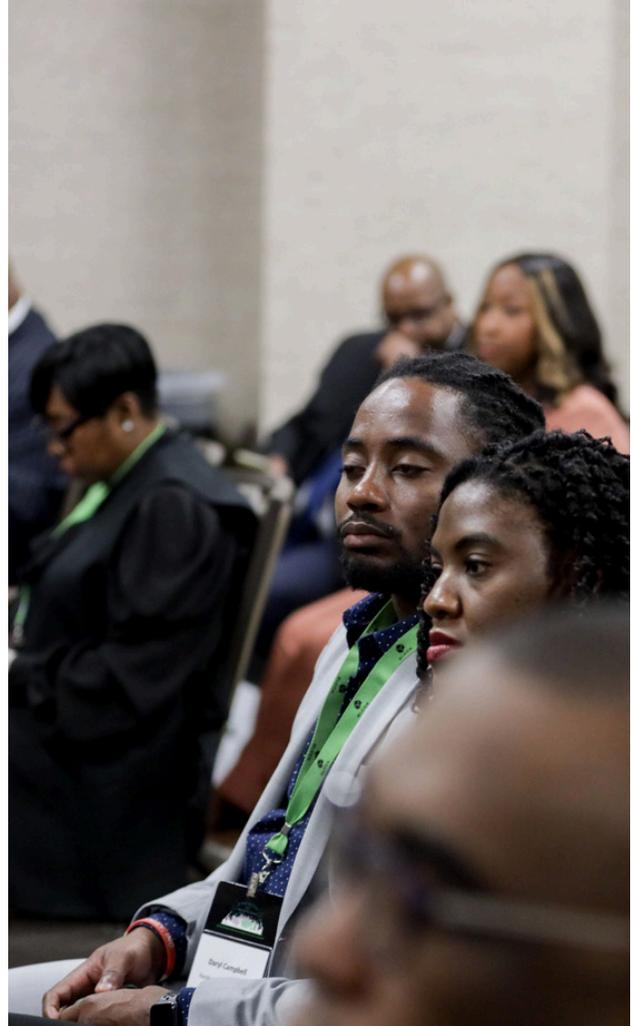
Our mission is to advance excellence in advocacy by:

- Supporting professional development
- Expanding diverse participation in lobbying and public policy
- Connecting corporate, nonprofit, and government stakeholders
- Creating national platforms for education, networking, and leadership

SPONSORSHIP IMPACT

Your partnership helps:

- Build the next generation of advocacy professionals
- Increase representation and excellence in policy spaces
- Support ethical, transparent lobbying standards
- Expand national education and professional development





CORPORATE PARTNERSHIP OPPORTUNITIES

FLEXIBLE PARTNERSHIP LEVELS TAILORED TO YOUR SPONSORSHIP NEEDS

Annual Corporate Partnerships with NPLA represent a comprehensive, year-long commitment to advancing excellence in advocacy. Unlike Event Sponsors, whose support is focused on individual programs or experiences, Corporate Partners align with the full scope of NPLA's mission and impact. These partnership levels provide sustained brand visibility, strategic engagement, and direct access to NPLA's national network of advocacy professionals, policymakers, and emerging leaders. Annual Corporate Partners play an integral role in shaping the future of the profession by supporting professional development, talent pipelines, and national programming, while positioning their organizations as leaders in ethical advocacy and industry innovation.

● PREMIER PARTNER

This partnership is exclusive, strategic, and influence-driven, not just promotional. It's about access, visibility, and leadership.

- Exclusive PREMIER Partner designation
- Premier brand visibility across all platforms
- Guaranteed flagship speaking opportunities
- Two (2) Corporate Advisory Board seats
- Priority talent access + unlimited job postings
- Fifteen (15) conference registrations + VIP access
- Professional & student membership packages
- Signature program sponsorship inclusion
- Custom sponsor activation experience
- Private networking dinner with the Board of Directors

\$50,000

● DIAMOND PARTNER

This partnership delivers high visibility, leadership presence, and powerful talent access without PREMIER partner exclusivity.

- DIAMOND Partner designation
- Prominent brand placement across NPLA platforms
- One (1) Corporate Advisory Board seat
- Speaking opportunity at a designated NPLA event
- Unlimited job board postings
- Priority access to talent pipeline
- Ten (10) conference passes + VIP access
- Professional & student membership packages
- Sponsored session or Fireside Chat
- Branded event activation

\$30,000

● PLATINUM PARTNER

This partnership is powerful, visible, and deeply connected to NPLA's mission while remaining accessible to mid-to-large corporate partners.

- PLATINUM Partner designation
- Strategic brand placement across NPLA platforms
- Sponsored panel or session
- Five (5) conference passes + VIP access
- Priority talent pipeline access
- Unlimited job board postings
- Professional & student membership packages
- Featured sponsor spotlights
- Event-based brand activation

\$20,000



EVENT SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS TAILORED TO MEET YOUR ORGANIZATIONAL NEEDS

Event sponsorships with NPLA are designed for organizations seeking to support and engage with specific programs and experiences, rather than making a year-long commitment as an Annual Corporate Sponsor. While Corporate Sponsorships provide comprehensive, organization-wide visibility and benefits, Event Sponsorships allow partners to align their brand with individual NPLA signature programs such as the Legislative Summits, HBCU Summits, Fireside Chat Series, Networking Receptions, the Annual Meeting & Conference, and other special events hosted throughout the year. This flexible approach enables sponsors to target the audiences, themes, and impact areas that best match their strategic goals while directly supporting the programs that advance excellence and equity in advocacy.

● PRESENTING SPONSOR

Includes:

- Three (3) complimentary conference registrations
- Exhibitor booth for on-site brand engagement
- Logo placement on all conference marketing and promotional materials
- Recognition as a Presenting Sponsor throughout the event
- Exclusive right to "Present" one of the following:
 - Hospitality Suite
 - Networking Reception
 - 5-Year Anniversary Special Event
 - Conference Bag (branded distribution item)
- Verbal recognition during opening and closing sessions
- Logo placement on event signage and digital screens
- Inclusion in post-event recap and social media highlights

\$7,500

● SUPPORTING SPONSOR

Includes:

- Two (2) complimentary conference registrations
- Logo placement on all conference marketing and promotional materials
- Recognition as a Supporting Sponsor
- Opportunity to sponsor one of the following:
 - Conference Wi-Fi
 - Talent Symposium
 - Membership Meeting
 - Transportation/Shuttle
 - Hotel Room Keys
 - Lanyards
- Logo placement on selected sponsorship asset
- Recognition in on-site signage and digital displays
- Inclusion in post-event acknowledgements

\$5,000

● CONTRIBUTING SPONSOR

Includes:

- One (1) complimentary conference registration
- Recognition as a Contributing Sponsor
- Opportunity to sponsor one of the following:
 - Panel or Breakout Session
 - Charging Station
 - Meals (Breakfast, Lunch, or Snack Breaks)
- Logo placement at sponsored area or session
- Recognition in conference program and signage

\$2,500



ANNUAL MEETING & CONFERENCE

THE SIGNATURE EVENT ADVANCING EXCELLENCE IN ADVOCACY

The NPLA Annual Meeting & Conference is the Association's premier national convening, bringing together government affairs professionals, corporate leaders, policymakers, and emerging advocates from across the country. This signature event serves as the cornerstone of our professional development, networking, and partnership-building efforts, creating a powerful environment where influence, insight, and opportunity intersect.

Designed to foster meaningful dialogue and strategic collaboration, the conference features high-impact programming, thought leadership discussions, professional development sessions, and curated networking experiences. It is where corporate partners gain direct access to top advocacy talent, where professionals expand their networks and influence, and where the future of the lobbying and government affairs profession is actively shaped.

For sponsors, the Annual Meeting & Conference offers unmatched visibility and engagement in a setting that aligns your brand with leadership, innovation, and inclusion in advocacy.

BENEFITS:

Thought Leadership Positioning

Conference sponsorship positions your organization as a leader in advancing excellence in advocacy. Opportunities such as panel sponsorships, keynote partnerships, and program recognition allow your brand to be associated with forward-thinking dialogue and industry leadership.

Executive-Level Networking

Sponsors connect directly with corporate executives, elected officials, senior lobbyists, and policymakers in a setting designed for authentic conversation and long-term partnership development.

Purpose-Driven Impact

Your sponsorship directly supports professional development, student pipelines, mentorship programs, and the expansion of diverse representation within lobbying and government affairs.





SIGNATURE EVENTS

**OUR SIGNATURE EVENTS ARE OTHER WAYS WE DEMONSTRATE
EXCELLENCE IN ADVOCACY**

NPLA Signature Events are the cornerstone of our national programming, bringing together advocacy professionals, corporate partners, policymakers, and emerging leaders for high-impact education, networking, and collaboration. These premier events include our Annual Meeting & Conference, Legislative Summits, HBCU Summits, Fireside Chat Series, Talent Symposium, and milestone celebrations such as our 5-Year Anniversary. Each Signature Event is designed to elevate professional excellence, strengthen the advocacy pipeline, and create meaningful opportunities for sponsors to engage directly with influential decision-makers and top-tier talent.

Complementing our national programming, NPLA Chapter Events extend our impact at the regional level through our newly chartered chapters in Florida, New England, and Philadelphia. Chapter Events offer localized engagement, relationship-building, and professional development tailored to the unique policy environments and professional communities within each region. These events provide sponsors with targeted visibility, grassroots-level influence, and direct access to regional advocacy leaders while reinforcing their commitment to equity, leadership, and excellence in government affairs.

Together, NPLA Signature Events and Chapter Events create a powerful national-to-local ecosystem that connects corporate partners with advocacy professionals at every level of the profession, maximizing visibility, impact, and long-term relationship building.



Chapter Events

Networking events held in our regional markets



Holiday Networking Reception

Networking event held during National Black Caucus of State Legislators annual legislative conference



Annual Legislative Roll Call

Annual update from state legislators and government affairs professionals about current policy issues



HBCU Virtual Summit

Summit to promote the benefits of government affairs to college students



WHY PARTNER WITH NPLA

THE VALUE OF YOUR SPONSORSHIP

Partnering with the National Professional Lobbyists Association (NPLA) means aligning your organization with a proven national platform that advances excellence in advocacy. For four years, our association has served as a bridge between corporate partners and top-tier government affairs talent, delivering meaningful visibility, talent access, and strategic engagement opportunities while strengthening diversity and professional standards across the lobbying profession.

● PROVEN IMPACT

National Reach

NPLA has built a strong national footprint through signature programs including Legislative Summits, HBCU Summits, Fireside Chat Series, and an annual conference, which has drawn more than 300 professionals to a single event. This demonstrates our ability to convene influential leaders and decision-makers at scale.

Measurable Results

Our programming has engaged over 150+ members nationwide, hosted more than 120 lobbyists at educational summits, and introduced over 100 students to careers in policy and government affairs.

Pipeline Development

NPLA places African-American students into lobbying internships and pairs them with professional mentors, proving our commitment to long-term workforce development.

● STRATEGIC ACCESS

Elite Talent Network

NPLA maintains a membership directory and resume pool that gives corporate partners direct access to some of the nation's top Black government affairs professionals. This positions sponsors as first movers in diversifying their advocacy teams.

Recruitment Advantage

Sponsors receive unlimited sponsored postings on the NPLA job board and recruitment assistance, allowing companies to identify and secure diverse advocacy talent more efficiently.

Executive-Level Engagement

Corporate partners at upper sponsorship tiers gain appointments to the Corporate Advisory Board, ensuring direct input into organizational strategy while strengthening their leadership visibility within the profession.

● BRAND ELEVATION

High-Visibility Recognition

Sponsors are listed on all marketing and promotional materials, including the NPLA website, social media, and national event signage, creating consistent brand exposure throughout the year.

Experiential Branding

Through sponsorship of conferences, networking mixers, hospitality suites, and professional development programming, partners engage directly with members and decision-makers in environments designed for authentic relationship-building.



NPLA Board of Directors at the 2025 Annual Meeting & Conference in Washington, D.C.

LET'S CONNECT

**CONTACT US TODAY TO SECURE YOUR SPONSORSHIP
OR CUSTOMIZE A PARTNERSHIP PACKAGE:**

NPLA Management Team

Tatyana Wimberly, Executive Director

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www.nbpla.us