GROW YOUR BUSINESS WITH NARFE
FEDERAL BENEFITS EXPERTS

2020 SPONSORSHIP PROSPECTUS AND MEDIA GUIDE

Revised 7/2020
Dear Valued Partner,

We would like to personally thank you for your interest in the National Active and Retired Federal Employees Association (NARFE). The support from our sponsors and advertisers helps us continue to protect the benefits of federal employees, retirees and their survivors. Investing in NARFE is an important part of your marketing plan and essential for organizations looking to connect with more than 200,000 active and retired federal employees.

We are thrilled to share NARFE’S 2020 Prospectus and Media Guide with you—a comprehensive menu of all the opportunities that will grow your business and increase your visibility to our valuable membership. This guide is the culmination of many new and exciting changes happening here at NARFE Headquarters—one being the development of the business Development team as your single point of contact for information on all sponsorships, events and advertising with NARFE.

The opportunities in this book are designed to associate your brand with important topics, differentiate your company from competitors and expand your reach beyond the exhibit floor.

We encourage you to review what is offered and contact us to discuss it in more detail. We look forward to working with you on a multimedia package that will provide the ROI you have been searching for in your media buys. In 2020, NARFE is taking everything to a whole new level, and we invite you to join us on this important and rewarding journey.

Sincerely,

Anita Nelson
Director, Business Development
NARFE
Email: anelson@narfe.org
Direct Phone: 1-571-483-1288
THE POWER OF NARFE

Align your brand with NARFE and reach the largest group of active and retired federal employees in the country.

MARKETING OPPORTUNITIES

Raise your brand awareness. Educate our members. Achieve measurable results. There is no better way to grow your business than by choosing the multiple marketing channels we offer.

<table>
<thead>
<tr>
<th>NARFE Sponsorships</th>
<th>NARFE Exhibiting</th>
<th>NARFE Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 6</td>
<td>Page 7</td>
<td>Page 13</td>
</tr>
<tr>
<td>Sponsorship success starts with packaging the many opportunities NARFE has to offer into an integrated package that offers your organization year-round exposure to our valued membership.</td>
<td>From visibility to credibility, exhibiting at FEDcon20 has hundreds of benefits for your business. Establish a presence for your company and develop a powerful platform for meeting new customers and building your brand.</td>
<td>Keep your brand top-of-mind with NARFE’s robust advertising opportunities. The nuts and bolts of our products provide your company with a more targeted audience and a ton of value.</td>
</tr>
</tbody>
</table>
WHAT IS NARFE?

The National Active and Retired Federal Employees Association (NARFE) is a 501(c)(5) nonprofit membership organization dedicated to protecting and enhancing the earned pay, retirement and health care benefits of federal employees, retirees and their survivors. Founded in 1921, NARFE’s legacy spans more than 95 years—working tirelessly to advocate for our members before the Office of Personnel Management, Congress and the White House and providing critical federal benefits information and guidance to the federal community.

NARFE Population by State

<table>
<thead>
<tr>
<th>Gender</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEN</td>
<td>50-59</td>
</tr>
<tr>
<td>WOMEN</td>
<td>60-69</td>
</tr>
<tr>
<td></td>
<td>70-79</td>
</tr>
<tr>
<td></td>
<td>80+</td>
</tr>
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</table>

Gender

52% MEN

48% WOMEN
THANK YOU TO OUR 2019 SPONSORS AND PARTNERS
ANNUAL CIRCLE SPONSORSHIP

NARFE Annual Circle Sponsor Levels are designed specifically to recognize those companies that support NARFE at the highest levels throughout the year. Each of these levels includes a special set of benefits, in addition to those included with your sponsorship, as a special thanks from NARFE.

<table>
<thead>
<tr>
<th>CIRCLE SPONSORSHIP</th>
<th>CHAIRMAN'S CIRCLE</th>
<th>PRESIDENT'S CIRCLE</th>
<th>EXECUTIVE CIRCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Annual Spend</td>
<td>$100,000*</td>
<td>$60,000*</td>
<td>$35,000*</td>
</tr>
<tr>
<td>Logo with link on NARFE homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated recognition at FEDcon20</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One email sent by NARFE to:</td>
<td>All members</td>
<td>50,000 members</td>
<td>10,000 members</td>
</tr>
<tr>
<td>Complimentary Ad</td>
<td>Full page in NARFE Magazine</td>
<td>NARFE website ad (1 month)</td>
<td>8 week ad package in NARFE Newsline</td>
</tr>
<tr>
<td>Social Media Shout Out</td>
<td>2x</td>
<td>1x</td>
<td>—</td>
</tr>
<tr>
<td>Industry Exclusivity</td>
<td>Yes</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

* Print advertising does not count towards circle sponsorship

THANK YOU TO OUR 2019 CIRCLE SPONSORS

CHAIRMAN'S CIRCLE

GEHA
The Benefits of Better Health

PRESIDENT'S CIRCLE

HearUSA

Nationwide
Is on your side

EXECUTIVE CIRCLE

BlueCross BlueShield
Federal Employee Program

The Federal Long Term Care Insurance Program
www.LTCFE.com
CANCELED

Get in front of the Federal community at FEDcon20, August 30–September 1 in Scottsdale, Arizona. This premier event is open to the entire federal community, including current and retired federal workers. NARFE members, representing more than 1,000 chapters from across the country, will be out in force, ready to take their learning and your brand back to their fellow NARFE members. Attendees will attend expert-led educational sessions designed specifically to meet their most urgent needs, including maximizing their federal benefits and advocacy efforts to protect them. General session speakers will include federal employee superstars, important insights from thought leaders serving the community, and nationally recognized commentators on the political environment that affects the entire federal family.

Don’t miss this opportunity to build your brand and introduce your product or service to the federal community. You can choose from sponsorship, exhibit and advertising opportunities, there is something for everyone!

THE LARGER YOUR INVESTMENT, THE MORE BENEFITS YOU SEE!
# Sponsorship Opportunities (Canceled)

## Keynote Introduction (4 Available) – $25,000 each

Position your company and brand front and center during the conference’s most highly attended sessions. As the sponsor, you will have the opportunity to introduce the keynote speaker. Your logo will also be featured next to the keynote on the website, in the conference program and on the general session screen.

## Lunch (2 Available) – $25,000 each

Your company will be featured as the exclusive sponsor for the attendee lunch. We will work with you to create a unique experience for this important meal, including a speaking opportunity and ample brand exposure.

## Registration Area (1 Available) – $20,000

Sponsor the area where every conference attendee begins his or her FedCon experience. Your company’s name and logo will be prominently displayed on signage in the registration area, and your promotional material will be inserted into every attendee bag.

## Welcome Reception (1 Available) – $15,000

Host the conference kick-off party! Put yourself in the center of the premier setting with strong attendance and lively conversation. Directly connect your brand with attendees during the conference’s opening reception.

## Audio Visual Sponsor (1 Available) – $15,000

What better way to get your name out there than to have people see it throughout the event? Your company’s logo will be integrated into the various breakout sessions and featured during a general session.

## Attendeelounge (1 Available) – $15,000

A comfortable place where attendees can relax and socialize, this space will be open during the duration of the conference, creating added exposure for your company.

## Wi-Fi (1 Available) – $15,000

Help attendees stay connected throughout the event. Your company will have a dedicated splash page that attendees are directed to once logged on. We will also work with you to incorporate your company name and logo into the login process.

## Mobile App – $10,000

This is a great interactive way to promote your message to attendees. Not only will your logo appear on the splash page, but you also will have a banner ad within the app and one dedicated push message to all attendees.

## Tote Bags – $10,000

Get your company in the hands of every attendee by sponsoring the official conference tote bag handed out at registration.

## Lanyards – $8,000

Every attendee will be wearing your brand around their neck when your logo is prominently featured on the attendee badge.
POCKET AGENDA – $10,000
Get in attendees’ pockets by sponsoring this handy summary of what’s happening at the conference.

WATER BOTTLE – $10,000 or $2,500 if bottle is provided by sponsor
Help keep NARFE attendees hydrated during their stay in Arizona! Be the exclusive sponsor of the conference water bottle, ensuring your brand gets in the hands of each of our attendees. We will even have refill stations around the conference area.

HOTEL KEYCARD – $7,500
Be the last brand attendees see before going to their room at night. Your logo or design will appear on the keycards for all attendees booked under the NARFE block at the Westin Kierland Resort and Spa, Scottsdale, Arizona.

NOTEBOOK – $7,500
This highly visible opportunity places your brand on the cover of the official conference notebook given to each attendee at registration.

MOBILE CHARGING STATION (4 AVAILABLE) – $5,000 EACH
Looking for a way to “connect” your company with conference attendees? Take advantage of this opportunity to allow attendees to charge their mobile devices while onsite at the conference, compliments of your custom branded mobile charging station.

BREAKOUT SESSION (20 AVAILABLE) – $5,000 EACH
As the sponsor you can introduce the speaker and your logo will appear online, in the conference program and on the title slide of the presentation.

BAG INSERT (5 AVAILABLE) – $2,500 EACH
Get your message in the hands of the attendees with a custom insert in the official conference tote bag—provided to all attendees at registration. Take advantage of this highly visible marketing option and reach the most engaged attendees. (Insert provided by sponsor, subject to final approval by NARFE).

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SPONSORSHIPS LEVELS

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM LEVEL</th>
<th>GOLD LEVEL</th>
<th>SILVER LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary full conference staff registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Social media promotion</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Pre-conference email promotion</td>
<td>BEFORE AND AFTER</td>
<td>BEFORE AND AFTER</td>
<td>BEFORE AND AFTER</td>
</tr>
<tr>
<td>Logo in conference program and onsite signage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo in event mobile app</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Breakout Session</td>
<td>2</td>
<td>1</td>
<td>—</td>
</tr>
<tr>
<td>Conference website advertisement</td>
<td>2 months</td>
<td>1 month</td>
<td>—</td>
</tr>
</tbody>
</table>

*Includes total spend on sponsorships, exhibits and advertising at FedCon20
EXHIBIT BOOTH (CANCELED) $3,000
Includes a 10’x10’ space with 6’ skirted table, and two chairs. Exhibit space is located in central area to allow for maximum traffic. There will be over 5 hours of dedicated exhibit time in the agenda.

CONFERENCE PROGRAM ADVERTISING (CANCELED)
This essential guide will be used by every attendee throughout the event. It will include the agenda, speaker bios, networking information, venue map and more.

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>HALF-PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

“We have a new relationship with NARFE, and it has been off to a great start. We are looking forward to a long beneficial relationship.”
—FEDCon18 Exhibitor

“The turnout was great and there were several active employees who stopped by.”
—FEDCon18 Exhibitor
**REGIONAL AND LOCAL OPPORTUNITIES**

NARFE offers sponsors access to NARFE leaders at the regional and local level conferences where attendees gather in a more intimate environment. There, you can truly deliver your message to an engaged group of influencers who are there to take what they find back to their members. Participating in these events also offers sponsors the chance to target specific geographic regions. NARFE regional and federation conventions are the place to be.

Each of the 40+ events offer companies the opportunity to purchase an exhibit booth, feature an ad in the event program and most offer other sponsorship opportunities. For a full list of events and opportunities, and to put together a customized package, please contact NARFE.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXHIBIT AND ADVERTISING PACKAGE</td>
<td>$15,000</td>
</tr>
<tr>
<td>Includes a full-page ad and exhibit booth at all federation conferences</td>
<td></td>
</tr>
<tr>
<td>ADVERTISING PACKAGE</td>
<td>$7,500</td>
</tr>
<tr>
<td>Includes a full-page ad in all regional and federation conference programs</td>
<td></td>
</tr>
</tbody>
</table>
WEBINAR SPONSORSHIP

By sponsoring a webinar, your company helps NARFE provide information on key topics to members and prospects throughout the year. NARFE webinars offer attendees the ease of participation from their home or office during the live presentation or while viewing presentations at their convenience.

WEBINAR SPONSORSHIP $5,000 PER WEBINAR

Sponsor Benefits:

• Exclusive opportunity, limited to one company per webinar
• Email sent out on sponsor’s behalf to all attendees (more than 1,000 on average)
• Acknowledgement from speaker at beginning and end of webinar
• Dedicated slide at end of webinar with information about sponsor and link to website
• Logo recognition on:
  - Marketing emails to 300,000 members and prospects
  - Online advertising of webinar to more than 1 million people
  - Registration page
  - Welcome page of PowerPoint presentation

Sponsor logo on email to prospects
Sponsor PowerPoint slide samples at end of webinar presentation
**NARFE MAGAZINE**

The most-read magazine by active and retired federal employees

**Circulation: 200,424**

*NARFE Magazine* is a highly coveted member benefit and is the prime source of information and guidance on critical legislation, federal benefit issues and updates to our members. With a nationwide circulation of more than 200,000 monthly, this publication is read cover to cover by our members. This is a “must” buy for our advertisers!

**80% OF READERS LOOK TO MAGAZINE FOR QUALITY PRODUCTS AND SERVICES**

**89% READ MAGAZINE EVERY MONTH**

<table>
<thead>
<tr>
<th>Advertising Rates (Four Color)</th>
<th>1x*</th>
<th>3x*</th>
<th>6x*</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>$5,081</td>
<td>$4,827</td>
<td>$4,573</td>
<td>$4,319</td>
</tr>
<tr>
<td>Half</td>
<td>$3,101</td>
<td>$2,946</td>
<td>$2,791</td>
<td>$2,636</td>
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<tr>
<td>Spread</td>
<td>$10,646</td>
<td>$10,116</td>
<td>$9,583</td>
<td>$9,044</td>
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</table>

**Premium Placement**

<table>
<thead>
<tr>
<th></th>
<th>6x*</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Cover 3</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Cover 4</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

*November and December issues add 15% unless on 12-month contract.*

**Special OPEN SEASON Issues and Rates**

Position your brand within these highly coveted issues. These popular desk references provide in-depth coverage of the Federal Employees Health Benefits Program Open Season to help members make the very best health insurance choices.

An additional 20,000 copies of the November issue are distributed at federation health fairs and other special events.
## NARFE MAGAZINE 2020 EDITORIAL CALENDAR

### JANUARY
- **Focus**: Retirement Trends
- **Focus**: The U.S. Digital Service and Automation in Federal Government

### FEBRUARY
- **Focus**: Civil Discourse in the Workplace
- **Focus**: All About Support Groups

### MARCH
- **Focus**: Using Data to Drive Decision-Making in Federal Work
- **Focus**: NARFE Advocacy

### APRIL
- **Focus**: Understanding Relocation: Opportunities and Your Rights
- **Focus**: OPM Interview
- **Special Section**: State Tax Roundup

### MAY
- **Focus**: Telework
- **Focus**: Choosing a Retirement Community

### JUNE/JULY
- **Focus**: The State of Public Service
- **Focus**: The Resource Gap: Understanding Your Retirement Benefits

### AUGUST
- **Focus**: Self-Care and Wellness
- **Focus**: How Advocates Get Through
- **Special Section**: The Federal Family
- **Special Section**: NARFE Election Information

### SEPTEMBER
- **Focus**: The Retirement Process
- **Focus**: Government Whistleblowers

### OCTOBER
- **Focus**: Changing Health Care Benefits (Open Season Preview)
- **Focus**: The Civil Service Scorecard (content related to 2020 US Election)

### NOVEMBER
- **Focus**: Health Savings Accounts Strategies
- **Focus**: Veterans in the Federal Workplace
- **Special Section**: Open Season

### DECEMBER
- **Focus**: Coordination of Benefits
- **Focus**: New Ways to Deal With Chronic Pain
- **Special Section**: Open Season

*Dates and topics are subject to change.*

## NARFE MAGAZINE MONTHLY COLUMNS AND DEPARTMENTS

- From the President
- Washington Watch
- Bill Tracker
- Managing Money
- Questions & Answers
- For the Record
- NARFE News
- The Way We Worked
- Alzheimer’s Update
NARFE MAGAZINE INSERTS

Bind-In Card – Supplied: $4,495
- Client to print and supply the inserts.
- Full run only.
- Stapled into 16-page signature.
- See insert specs for more info.
- Additional charges may apply for customization

Bind-In Card – We Print: $7,095
- Client to supply material files and NARFE will print.
- Full run only.
- Stapled into a 16-page signature.
- See insert specs for more info.
- Additional charges may apply for customization

4 Page Insert – Stapled: $4,925
- Client to print and supply the inserts.
- Full run only.
- See insert specs for more info.
- We-print pricing available.
- 8-page insert pricing available

4 Page Insert – Tipped: $9,095
- Accepted only with order of full-page magazine ad.
- Ad cost separate from insert.
- Client to print and supply the inserts.
- Full run only.
- See insert specs for more info.
- We-print pricing available.
- 8-page insert pricing available

Advertising Sales: Anita Nelson, Director, Business Development, anelson@narfe.org (571) 483-1288
Integrating your digital and print marketing makes your marketing campaigns stronger, more important and more resilient.

WEBSITE ADVERTISING

NARFE’s official website attracts an average of 200,000 page views per month and is one of the most visible and cost-effective ways to market your products and services to members. Our clickable banner ads are purchased by section and appear on all pages of that section.

WEBSITE ADVERTISING RATES (per month/per section)

**BANNER AD (includes vertical and mobile)** $4,000

Choose from the following sections:
- Advocacy
- Federal Benefits Institute
- Membership
- Events
- Communications

Advertising Sales: Anita Nelson, Director, Business Development, anelson@narfe.org (571) 483-1288
**NewsLine ADVERTISING**

*NewsLine* enewsletter is delivered to in-boxes every Tuesday and provides breaking and key federal benefits news and information from media sources around the country to our members. This is a powerful opportunity to increase your exposure to our membership.

![Image of advertising statistics](image)

**NewsLine ADVERTISING POSITION AND RATES**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>8 weeks</th>
<th>12 weeks</th>
<th>25 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Leaderboard</td>
<td>SOLD</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Banner Top 1</td>
<td>SOLD</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Sponsored Content 1</td>
<td>SOLD</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Product Showcase 1</td>
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<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Box Ad 1</td>
<td>SOLD</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Box Ad 2</td>
<td>SOLD</td>
<td>SOLD</td>
<td>SOLD</td>
</tr>
<tr>
<td>Sponsored Content 2</td>
<td>$3,400</td>
<td>$4,980</td>
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</tr>
<tr>
<td>Product Showcase 2</td>
<td>$2,640</td>
<td>$3,780</td>
<td>$7,125</td>
</tr>
<tr>
<td>Box Ad 3</td>
<td>$2,000</td>
<td>$2,796</td>
<td>$5,000</td>
</tr>
<tr>
<td>Box Ad 4</td>
<td>$2,000</td>
<td>$2,796</td>
<td>$5,000</td>
</tr>
<tr>
<td>Sponsored Content 3</td>
<td>$3,200</td>
<td>$4,680</td>
<td>$9,250</td>
</tr>
<tr>
<td>Product Showcase 3</td>
<td>$2,520</td>
<td>$3,600</td>
<td>$6,750</td>
</tr>
<tr>
<td>Sponsor Spotlight</td>
<td>$2,400</td>
<td>$3,420</td>
<td>$6,250</td>
</tr>
</tbody>
</table>

**Advertising Sales:** Anita Nelson, Director, Business Development, anelson@narfe.org (571) 483-1288
SPECIAL OPPORTUNITIES

EMAILS TO NARFE MEMBERS

Although NARFE is not permitted to sell or rent member emails, there are a limited number of sponsored emails sent on behalf of the sponsor per year. Each email is $10,000 and the sponsor provides the content and graphics.

POSTAL MAILING TO NARFE MEMBERS

A limited number of U.S. Postal Service mailings are available but must be approved by the National Executive Board. The cost is $75 per thousand names with a minimum fee of $2,500 for one-time use. Printing and postage are the responsibility of the sponsor.