

**61st Annual North American Invitational  
Model United Nations**

February 15-18, 2024

Dupont Circle, Washington, D.C.



## **Marketing Guide**

Information for Prospective Partners and Sponsors

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# About NAIMUN



Entering its 61st year, the North American Invitational Model United Nations (NAIMUN) has established itself as a premier conference. As the largest student-run Model UN conference in the Western Hemisphere, **NAIMUN annually welcomes over 3,300 high school-aged delegates to debate international affairs in Washington, D.C.**

## What is Model UN at NAIMUN?

NAIMUN is a four-day immersive conference experience and offers 42 committees. Committees simulate real life United Nations committees or historical crises. High school delegates represent countries or individuals relevant to each committee, thus fostering diplomacy and collaboration skills.

At its core, NAIMUN is an educational opportunity, and the **high school delegates who attend our conference are highly-motivated, intellectually curious, and interested in a broad array of educational, professional development, and social impact opportunities.** Partnering with NAIMUN is a fantastic way to deliver your brand and message to **3,300+ high school students, 300 high school faculty advisors, and 250 Georgetown University staffers.**

## Who Sponsors NAIMUN?

In years past, NAIMUN sponsors have included organizations like Amnesty International, The Economist, Princeton Review, the Council on Foreign Relations, the Organization for Economic Co-operation and Development, and more.

NAIMUN also works with collegiate institutions such as Yale University, Columbia University, University of California, Berkeley, Tufts University, University of Chicago, American University, Boston University, Northwestern University, Washington University in St. Louis, Smith College, and Barnard College to promote their undergraduate and summer programs. Other friends of NAIMUN include international cultural exchange high school students summer programs, such as Where There Be Dragons.

In recent years, organizations with high school chapters have sponsored NAIMUN to promote their mission, educational goals, and expand their chapters. Our past sponsors include Amnesty International, Junior State of America, Girls Who Start, The Olas Foundation, and Active Minds.

# What Your Sponsorship Means



Nearly all of our conference participants remain in the hotel for the duration of the conference, providing recurring exposure to your brand and message. We provide sponsorship opportunities including print and digital advertisements, meal sponsorship, in-person tabling, and announcement opportunities for conference-wide gatherings.

NAIMUN is committed to providing all our participants the highest quality conference experience, and we strive to promote inclusion, diversity, and social justice. **100% of our marketing proceeds go directly to NAIMUNAid**, our need-based financial aid program. NAIMUNAid increases access to NAIMUN for underprivileged students and schools. Since we are a 501(c)(3) nonprofit, **your sponsorship will be 100% tax deductible** and go directly to a charitable cause.

## NAIMUN by the Numbers

- **3,300** delegates
- **500+** international delegates
- All **50 U.S. states** represented
- **10** countries
- **13-19 years**: Age range of delegates



# Featured Marketing Opportunities



## **Tabling**

With over 3,000 delegates attending NAIMUN every year, you will be able to engage directly with passing delegates during high-traffic periods, including mealtime, committee breaks, and registration periods. Many delegates are looking to learn about educational and professional opportunities and network with representatives. Be front and center by securing a table!

## **Conference Guide Advertisement**

The Conference Guide is our conference program booklet that is distributed to all delegates, faculty, and staff. Delegates refer to this guide throughout the conference, making it a great resource through which they can learn about programs, businesses, and products to support their education and future goals!

## **Committee & Programming Sponsorship**

Have your business announced to over 3,000 high school students and conference attendees. Build brand recognition by having your name and brand announced at Hilltop Madness, our Friday night programming, or the Saturday evening Delegate Dance! You can also sponsor a committee by sending a representative to speak to delegates or having an announcement read to them. In addition, you can promote your brand at advisor meetings, who are in constant contact with delegates and are very willing to share educational and professional opportunities with students.

## **Hotel Advertisement**

Spread your brand with prominent elevator signs and main conference level advertising! Nearly all 3,300 of our high school delegates and 300 advisors remain at the Washington Hilton throughout the 4-day conference, making this a great opportunity for repeat impressions.

## **Meal Sponsorship**

Support conference-wide meals that fuel our amazing delegates throughout their competitions. Nearly every delegate will stop by the daily conference-wide breakfast or receive a branded packaged meal!

## **Advisor Newsletter Sponsorship**

Our monthly advisor newsletters update delegates and advisors about NAIMUN programming as well as important events and world issues. Advisors are enthusiastic to share educational and social impact opportunities with their students, and as such, these newsletters are a great avenue through which you can spread your brand to high school students. Sponsor one newsletter, a few newsletters, or all of them!

## **Website and Social Media**

Thousands of delegates visit our website and our social media daily to receive updates on scheduling and events. Have your name and brand prominently visible on our website and social media pages!

# À la Carte Pricing



## Tabling

Prime Time Tabling: \$900

1pm-9pm on Friday, February 16 or 9am-7pm on Saturday, February 17.

Registration Tabling: \$700

9:30am-5pm on Thursday, February 15.

## Committee Sponsorship

Committee Speakers: \$250-500

Committee Announcement: \$300

Your brand and logo will appear on the committee page.

## Conference Guide Advertisement

Inside Back Cover: \$1,000

Full Page (8.5" x 11"): \$900

Half Page (8.5" x 5.5"): \$750

Quarter Page (4.25" x 5.5"): \$600

## Programming Sponsorship

Opening/Closing Ceremony Sponsor: \$1,200/ceremony

Faculty Advisor Mandatory Meeting: \$1,000

Faculty Advisor Reception: \$900

Hilltop Madness Sponsor: \$900

Friday Morning Programming: \$700

Delegate Dance Sponsor: \$700

## Hotel Advertisement

Digital Branding on Main Conference Level: \$1,000

Pens & Stickers in Advisor Tote Bags: \$900

Elevator Sponsor Signs: \$900

## Advisor Newsletter Sponsorship

Sponsor One Advisor Newsletter: \$250

Sponsor All Advisor Newsletters (approximately 9 newsletters): \$800

## Website & Social Media Advertising

Instagram Post: \$100 for initial post, \$70/subsequent post

Facebook Post: \$60/post

Logo on NAIMUN Homepage: \$900

## Meal Sponsorship

Conference-Wide Breakfast: \$18,000

Staff Breakfast/Lunch: \$1,200-1,800

Meal/Food Donations: appreciated at any amount



# NAIMUN LXI Sponsorship Tiers



## **NAIMUN Blue Tier (\$4,000 - 17% discount)**

With a purchase worth at least \$4,000 in sponsorship materials, your organization will be considered a NAIMUN BLUE SPONSOR, which includes a 17% total discount. NAIMUN BLUE SPONSORS will be featured prominently on our website and social media in addition to all the perks provided by the initial purchase. You will be referred to as a NAIMUN BLUE SPONSOR both prior to and throughout the duration of the conference.



## **Gold Tier (\$2,500 - 14% discount)**

With a purchase worth at least \$2,500 in sponsorship materials, your organization will be considered a GOLD SPONSOR, which includes a 14% total discount. GOLD SPONSORS will be featured on our website and social media in addition to all the perks provided by the initial purchase. You will be referred to as a GOLD SPONSOR both prior to and throughout the duration of the conference.

## **Silver Tier (\$1,500 - 11% discount)**

With a purchase worth at least \$1,500 in sponsorship materials, your organization will be considered a SILVER SPONSOR, which includes a 11% total discount. SILVER SPONSORS will be featured on our website in addition to all the perks provided by the initial purchase. You will be referred to as a SILVER SPONSOR both prior to and throughout the duration of the conference.



## **Bronze Tier (\$850 - 8% discount)**

With a purchase worth at least \$850 in sponsorship materials, your organization will be considered a BRONZE SPONSOR, which includes a 8% total discount. BRONZE SPONSORS will be featured on our website in addition to all the perks provided by the initial purchase. You will be referred to as a BRONZE SPONSOR both prior to and throughout the duration of the conference.



# Contact Us



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**Conference Location**  
The Washington Hilton  
1919 Connecticut Ave NW  
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