

Sponsorship Overview

# The Power of Philanthropic Corporate Giving

Help strengthen the future  
of the systems integration industry

Some have said: “It takes a village”

We say: It takes an industry of talented, hard-working & passionate people to build companies that make great products.

These are the people who understand how critical proper integration is to a successful project & a strong future.



As the industry's leading not-for-profit (501c3) charity, the NSCA Education Foundation promotes and provides programs that strengthen skillsets, knowledge and the bottom line for companies & professionals that make up our industry.

NSCA EDUCATION  
FOUNDATION



# Corporate Stewardship

## Makes good sense for our future

We thank the many forward-thinking companies that have shared in our mission to strengthen the industry through education, training and best practices.

These companies have demonstrated corporate responsibility as active participants and sponsors in the Foundation's fundraising efforts.

These companies are confident in their decision to support the mission of the Foundation.

They forecast, budget and earmark funds to support the Foundation's work ... because they believe in its value to our industry.

**Will you consider joining us in our educational mission?**





## Giving back makes the industry's future stronger and brighter

All contributions to the NSCA Education Foundation (a 501(c)3) go to support the ongoing education, stability and growth of the systems integration industry.

Proceeds support the Foundation's efforts to provide training to commercial electronic systems professionals, as well as scholarships for students and veterans.

*The NSCA Education Foundation is an IRS Section 501(c)3 nonprofit; your donation may qualify as a charitable deduction for federal income tax purposes.*

# Sponsorship dollars are applied to many programs

## Your dollars support several NSCA Education Foundation programs:

- \* ESPA / EST Training and Certification
  - exam fees covered for select students
- \* Industry Internships
- \* Mentorship Programs
- \* Educational Scholarships
- \* Business & Leadership Conference (BLC) Scholarships
- \* Randy Vaughan Leadership Award
- \* Honorary Scholarships (i.e. Robert Bosch Scholarship)
- \* Hardship Scholarships
- \* WAVE (Women in AV) Scholarships

# ESPA

- \* [CEA](#), [CEDIA](#) & [NSCA](#) founded ESPA in 2006 to meet increasing demand for properly trained [ESTs](#). ESPA offers a comprehensive & consistent approach to training entry-level electronic systems technicians.
- \* Covers five domains: **Electrical Basics, Tools, Construction Methods and Materials, Wiring & Installation Practices and Standards, and Codes & Safety Practices.** Students must pass a proctored exam to earn the [ESPA Certified-EST®](#) credential. This certification is a widely recognized “stamp of approval.”



## *What is an EST?*

An Electronic Systems Technician (EST) installs, upgrades, and services a wide variety of residential and commercial electronic systems. [Learn more](#)





# \* NSCA's BLC (Business & Leadership Conference)

This event brings together more than 300 professionals from the systems integration industry to share lessons learned, discover new ways to encourage business growth and build relationships with industry peers.





# How are the funds used?

Where do my sponsorship dollars go?

# Your Foundation Dollars Change Lives

- \* **ESPA Award:** Josh Haddix – His story <http://www.youtube.com/watch?v=cGoVuAEADWY>
- \* **BLC Scholarship:** Robbin Reynolds, Sound Products Inc. “NSCA is a group we all need to be part of to see where our future is going. This is the one conference that I know I need to go to in order to better my business.”
- \* **Continuing Ed Scholarship Recipient:** Brandon Gramse, General Communications “I really appreciated the ability to apply for the scholarship and was delighted to get it.”
- \* **Robert Bosch Scholarship:** Wade Kolata, PASE Group “Knowing that others contributed towards my professional development made me want to work even harder. This is an exciting industry to be part of and I plan to give back to others the way that they have given to me.”



# What we've accomplished with your help

## 2104 NSCA EDUCATION FOUNDATION INITIATIVES

## AMOUNT FUNDED

Certifications: 300 individuals tested for ESTs	\$25,000
Education: 22 BLC Scholarships / Randy Vaughan Award	\$ 19,782
122 recipients of financial support for Integration Business Survival Conference	\$ 21,202
Research & Education: Summer & Winter Outlook Reports	\$ 8,000
2014 Wage & Compensation Survey Launched Scholarships	\$ 7,500
Student Scholarship Merit and Need Program	\$ 2,500
	<b>\$ 83,984</b>

Plus financial support for an estimated 2,000 certified electronic systems technicians since funding began.

# NEW PROGRAM

## Ignite: Sparking Interest in Technology

- Secures our industry's future by investing in students.
- Generates interest in technology by connecting local tech school students with manufacturers & integrators at NSCA events around the country to spark imagination & new career paths.



*Foundation dollars will create and promote Ignite events and drive student traffic & professional involvement.*

## \* NEW PROGRAM

# PASS: Partner Alliance for Safer Schools

- \* Creates guidelines and benchmark standards for keeping children, educators and administrators out of harm's way.
- \* Brings together professionals to address security & safety concerns for K-12 campuses.

*Foundation dollars will build content and benchmarks, and provide a message-sharing platform.*



# \* NEW PROGRAM

## Expanded Mentoring Program

- \* Encourage and promote the industry as one that provides opportunities for men, women, returning veterans and others looking for an exciting and rewarding career
- \* Workforce development
- \* Best practices
- \* Management support
- \* Build and strengthen social media communities & industry alliances

# \* The Foundation's Fundraising Efforts

- \* Year-round donations
- \* Named scholarships
- \* Educational/networking events
  - \* Business & Leadership Conference
  - \* NSCA Education Foundation Charity Golf Outing
  - \* NSCA Education Foundation Fundraiser featuring the Drunk Unkles





# A Perfect Example of Giving Back

## Our 2014 Industry Concert Sponsors



Hosted by the Foundation, this annual event draws thousands of technology enthusiasts to local hot spots & features musicians from companies in our industry such as: AVI-SPL, Cardone Solomon & Associates, Longman Lindsey, BMG Hudson and Shen Milsom & Wilke as well as other musical guests.

Thanks again to these and other foundation sponsors.

# NSCA Education Foundation

## Charitable Levels of Support / Yearly Contribution

VISIONARY SPONSOR LEVEL \$ 35,000

AMBASSADOR SPONSOR LEVEL \$ 25,000

MENTOR SPONSOR LEVEL \$ 15,000

SCHOLAR SPONSOR LEVEL \$ 5,500

GRADUATE SPONSOR LEVEL \$ 3,500

CONTRIBUTING SPONSOR LEVEL \$ 2,500

### Year-round recognition

- Events
- Online
- In print
- Social media

*À la carte and custom packages are available*

## NSCA EDUCATION FOUNDATION (501C3) - CORPORATE PHILANTHROPIC GIVING LEVELS

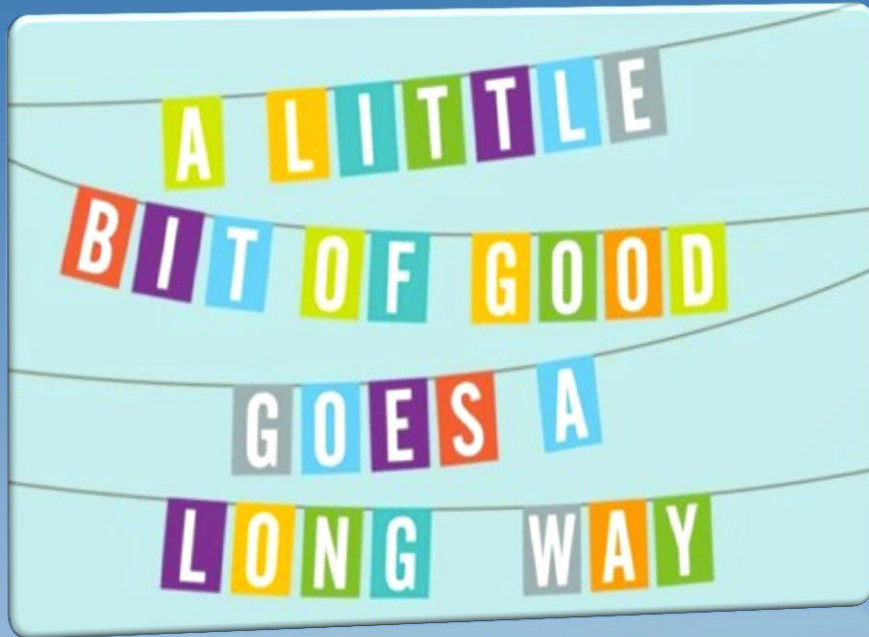
Choose a corporate giving package that is targeted to best fit your philanthropic goals.

	Visionary Level \$35,000	Ambassador Level \$25,000	Mentor Level \$15,000	Scholar Level \$5,500	Graduate Level \$3,500	Contributing Level \$2,500
<b>PACKAGE SPONSORS RECEIVE</b>						
Recognition at event in remarks by NSCA's executive director and pre/post event communications (press releases, social media, webiste)	✓	✓	✓	✓	✓	✓
Listed as sponsor on event signage, NSCA BLC and Foundation websites	✓	✓	✓	✓	✓	✓
Inclusion in NSCA press releases promoting the BLC Golf Event and Foundation Concert	✓	✓	✓	✓	✓	✓
24/7, 365 coverage of participation	✓	✓	✓	✓	✓	
Drink tickets and printed invitations for Foundation concert	200	150	100	75	40	
Unks t-shirts (collectors item)	50	35	30	25	15	
Logo on Unks t-shirts	✓	✓	✓	✓		
Foundation Concert - VIP Treatment**	✓	✓	✓			
BLC Registrations (Value \$1,099/each)	2	1	1			
Foursomes Included (Value \$600/foursome) with 2 mulligans per player	2	2	1			
Mass e-mail blast to NSCA Database (20,000+) announcing your sponsorship	✓	✓				
Executive interviews by Foundation on corporate stewardship	✓	✓				
Company logo on Golf Outing shirts	✓	✓				
Top Tier Event Sponsorship at Golf Outing & Foundation Concert	✓					
Welcome attendees/provide opening remarks at Golf Outing & Foundation concert	✓					

A la carte sponsorships are also available. Please ask for more information.

\*if signed by March 15, 2015

\*\* Will vary depending on the venue



Thank you for considering the Foundation as part of your corporate philanthropic giving.

*For more information:*

[www.nscafoundation.org](http://www.nscafoundation.org)

[info@nscafoundation.org](mailto:info@nscafoundation.org)