

A faint, light-blue background image of the U.S. Capitol dome is visible behind the text. The dome's architecture, including its columns and the Statue of Liberty on top, is clearly discernible. A solid dark blue horizontal bar runs across the bottom of the page, partially obscuring the lower part of the dome image.

SPONSORSHIP & MARKETING PROSPECTUS

A NOTE FROM OUR PRESIDENT & CEO

Thank you for considering NSBA as a partner in your outreach efforts. Although NSBA is steeped in political activism, we are a staunchly nonpartisan organization committed to being member-driven and small-business focused. There are myriad organizations out there claiming to speak for small business, but NSBA is one of the few that has a critical mass of small-business members that is beholden only to those members—not think tanks, not political parties, not large corporations.

We give you a straightforward path to getting your message in front of our 65,000 small-business members and you can rest easy knowing that any position we take is backed by those members.

For nearly 90 years, NSBA has been America's Small Business Advocate. We have more than 100 years collective Capitol Hill experience on staff, and I'm proud to have led NSBA for more than 30 years. We are highly respected on Capitol Hill and work closely with countless other organizations inside the D.C. Beltway ensuring small business has a seat at the table.

Your support of our organization and the small businesses we serve is critical to ensuring a thriving small-business community.

Best,

Todd



Todd McCracken

President & CEO

National Small Business Association

TOP ISSUES AFFECTING SMALL BUSINESS | 2025-2026

In February 2025, Small Business Congress Delegates selected the following Priority Issues for NSBA to pursue in the 119th Congress.

**EXPAND EXPIRING
TAX CUTS**

**STRENGTHEN THE SBA
OFFICE OF ADVOCACY**

**EXTEND THE 199A PASS-THROUGH
DEDUCTION**

**ELIMINATE THE SELF-EMPLOYMENT
TAX ON HEALTH CARE**

**REIN IN THE COSTS
OF HEALTH CARE**

**SUPPORT ROBUST SMALL
BUSINESS CONTRACTING**

**REPEAL THE CORPORATE
TRANSPARENCY ACT**

**STRENGTHEN FEDERAL INNOVATION
PROGRAMS**

**IMPROVE ACCESS
TO CAPITAL**

STRENGTHEN SBA LENDING

PROGRESS FOR NSBA PRIORITY ISSUES

Additionally, NSBA has 30 other white paper Issue Briefs available as a resource to the small-business community on NSBAadvocate.org. We are an outspoken advocacy organization with an outstanding track record and recently won a federal court victory over the Corporate Transparency Act for its unconstitutionality and undue burdens on small-business owners.



*Small Business Administrator
Isabella Guzman addresses SBC
2023 Delegates and attendees.*



NSBA has many multi-year corporate partnership that have netted our partners visibility, traffic and small-business support. We partner with Dell, CapitalOne, Amazon, IGH, Meta, Wolters Kluwer, Export-Import Bank of the U.S. and many more.

NSBA maintains two key outreach lists: one for direct members and one for our external network of small-business owners which is comprised of prospects and other small-business owners.

Partnering with NSBA not only gets small-business decision aware of your products and services, it signals that YOU support America's job creators. And while NSBA focuses primarily on communicating with its small-business members, we have an engaged network of policymakers, reporters and Capitol Hill staff who follow NSBA.

- **NSBA Reach:** NSBA's 65,000 small-business members are the primary decision-makers in their organizations. We have a nationwide network of more than 120,000 small-business owners.
- **Social Media:** NSBA's most active social platform is LinkedIn. In 2024, there were 128,000 views of NSBA posts, and 37,322 earned, organic impressions.
- **Weekly Advocate Open Rates:** Direct Members - 40% | External Network - 14%
- **Direct Email Open Rates:** Direct Members - 37% | External Network - 12%
- **NSBA Footprint:** NSBA averages 7,000 media mentions per year, has been featured in high profile press releases from Members of Congress and is routinely asked to testify on Capitol Hill.
- **Webinar registration rates:** Typically, between 120 and 150 register with an approximate 50% attrition rate in attendance

WORTHY PARTNERS
NSBA SPONSORS





Show Your Business is a Friend to Small Business

NSBA has a variety of levels for Corporate Partners, see what fits your needs the best. Not seeing what you want? Let us know – our team is happy to help you build exactly the right kind of partnership to work for your needs.

Benefit	Platinum	Gold	Silver
Annual Subscription	\$30,000	\$20,000	\$10,000
NSBA Website Banner and Square Ad Loop	Best Visibility	Good Visibility	Avg. Visibility
Weekly Advocate Skyscraper ad	16 weeks	8 weeks	4 weeks
NSBA-hosted microsite	Yes	Yes	Yes
Option to post video	4	2	No
Weekly Advocate Article	6	4	2
Leadership Connection	Yes	No	No
NSBA Direct Mail (usage of NSBA list)	2	1	No
NSBA Direct Email	6	4	2
Webinar/Teleconference	2	1	No
NSBA Corporate Partnership Web Sticker	Yes	Yes	Yes
Website listing on Member Benefits Pages	Yes	Yes	Yes
Social Media posts on all NSBA channels	8	6	4
Registrations for NSBA events	3	2	1
Signage at Meetings	Yes	Yes	Yes
Table/Booth at NSBA Event	Yes	Yes	Yes
Preferred status in partnership opportunities	Yes	Yes	Yes





Partner Opportunities to Fit Your Needs

Partner Add-Ons: Looking to make the most of your partnership – consider adding on a survey or specific event sponsorship!

Benefit	Platinum	Gold	Silver
Partner Add-Ons (partners-only rate)			
Surveys	\$3,000	\$4,000	\$5,000
Meetings	See Events Below		

Stand-Alone Opportunities: Not looking for a year-long commitment? NSBA has stand-alone partnership opportunities. You can post articles on our website that will be sent out to our broad membership list or even sponsor one of NSBA's highly-cited surveys.

Benefit	Stand-Alone Partnership Opportunities (non-partner rate)
Surveys	\$10,000
Article Bundle (2 articles)	\$5,000
Article & Ad Bundle (3 articles & 3 ads)	\$7,5000
Webinars	\$5,000

GET TO KNOW US
NSBA EVENTS



CAPITOL HILL | WASHINGTON, D.C. | AMERICA'S SMALL BUSINESS FLY-IN | SEPT. 10-11, 2025

WASHINGTON PRESENTATION



The **Washington Presentation** is our annual Fly-In where 200 small-business leaders come to Washington, D.C. to hear from policy experts, attend a White House Briefing, participate in a Congressional Breakfast and then set out to meet with their elected officials on Capitol Hill.

WP DELEGATES | SMALL BUSINESS ADVOCATES

NSBA works closely with Members of Congress, the media and its own members and affiliated groups. Through publications, policy forums, conferences, surveys, action alerts, media interaction, and online and social media, NSBA keeps its members up to date on legislation that may help or hinder small-business growth. NSBA members and staff testify on Capitol Hill and we are a go-to source for all things small business.

At our last Washington Presentation in 2024, nearly 200 small-business members of NSBAs attended to make their voice heard. Our members are as diverse as the economy they fuel, but we all share one common belief: small business is the lifeblood of the U.S. economy. At the Washington Presentation, you will have one full day to network with our delegation, plus before-and-after opportunities to get your message in front of key decision makers.



Be a Part of Something Big for Small Business.

NSBA is pleased to offer opportunities for our Partners to advertise their company as champions of small-business policy in front of the WP Delegation and leading policymakers joining us in September.

WP Partner Sponsorships

Sponsor Opportunities

Luncheon Sponsor With Host Remarks	\$10,000
Evening Reception Sponsor With Host Remarks	\$7,500
Congressional Breakfast Sponsor With Host Remarks	\$5,000
NSBA Leadership Recognition During Refreshment Breaks	\$2,500
NSBA Leadership Recognition During Coffee Break	\$1,500
Logo and Recognition on WP Event Bags	\$3,500
WP 2025 WiFi Sponsor	\$3,500
Exhibitor Table at WP (<\$3,000 shared >\$3,000 solo)	
Member Sponsors	
Presidential	\$5,000
Senatorial	\$2,500
Congressional	\$1,000
Federal	\$500
Advocate	\$250

Included Benefits for ALL Sponsor Levels

- ✓ Listing on NSBA Website
- ✓ At Least Three Mentions on NSBA's Social Channels
- ✓ At Least One Complimentary WP 2025 Registration
- ✓ Logo Placement on all WP 2025 Communications
- ✓ Logo Placement on WP 2025 Web Pages
- ✓ Listing on WP 2025 Partner Banner
- ✓ Recognition at Luncheon



SBC

SMALL BUSINESS CONGRESS

2025



NSBA's **Small Business Congress** is a biennial event where we bring 200 small-business leaders to Washington, D.C. to discuss, debate and vote on our Priority Issues for the following two years.

SBC DELEGATES | SMALL BUSINESS LEADERS

NSBA's membership is a constantly growing collective with a proven record of financially and tangibly supporting initiatives to ensure change for small-business policy. Comprised of verified small-business owners in all 50 states and representing every industry, getting your message in front of the NSBA audience means a chance to connect with a truly diverse population of America's most important economic community.

During SBC 2025, nearly 200 of NSBA's most active and invested members convened to ensure the future of small-business policy priorities. You will have two days to meet and network with the NSBA delegation plus before-and-after opportunities to get your message in front of key decision makers.

Let Small Business Owners Know You Support Them.



This biennial event is a great way to get your message out to small-business decision makers and leaders that you support small business and understand the challenges they face.

SBC Partner Sponsorships

Sponsor Opportunities

Breakfast Sponsor With Host Remarks	\$7,500
<i>Luncheon Sponsor With Host Remarks</i>	\$10,000
Evening Reception Sponsor With Host Remarks	\$7,500
<i>Polymaker / Congressional Breakfast Sponsor With Host Remarks</i>	\$5,000
NSBA Leadership Recognition During Refreshment Breaks	\$2,500
<i>NSBA Leadership Recognition During Coffee Break</i>	\$1,500
Logo and Recognition on SBC Event Bags	\$3,500
<i>SBC WiFi Sponsor</i>	\$3,500
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Presidential	\$5,000
Senatorial	\$2,500
Congressional	\$1,000
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Advocate	\$250

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- ✓ At Least Three Mentions on NSBA's Social Channels
- ✓ At Least One Complimentary WP 2025 Registration
- ✓ Logo Placement on all WP 2025 Communications
- ✓ Logo Placement on WP 2025 Web Pages
- ✓ Listing on WP 2025 Partner Banner
- ✓ Recognition at Luncheon or Breakfast





QUESTIONS?

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NSBAadvocate.org