



2024 Sponsorship Brief

Background and 2024 Goals

The North American Young Generation in Nuclear (NAYGN) is a premier, young generation led, professional development organization. Our vision of **“Developing leaders to energize the future of nuclear!”** continues to make lasting impacts within our industry and surrounding communities. The key to our organizational success is the financial support from our [sponsors](#) which allows us to fund our ambitious initiatives and sustain our high performance. Through your support, NAYGN provides programming geared towards our key initiatives. In 2022, our 80+ NAYGN chapters and their 2,000+ members contributed 55,000+ hours to their nuclear organizations, local communities, and our industry while building the skills needed to become strong and effective future leaders. NAYGN has an ambitious ongoing [Strategic Plan](#) to continue delivering value to our members and stakeholders, and has produced a [2022 Year in Review video](#), an [end of year 2022 report](#), and a [2022 Career Report](#).

With the changes in the nuclear industry in recent years, it is always important that we continue the valuable work of NAYGN. In 2024, we hope to sustain our strong performance and celebrate 25 years of growth and success through targeted initiatives, special events, and leadership development for our members. We are seeking corporate sponsors for 2024 to enable NAYGN to continue providing value to the industry by executing our planned initiatives, including our second standalone annual continental conference, and developing our goals of Professional Development, Public Information, Recruitment and Retention, Knowledge Transfer, and Networking. NAYGN appreciates your support and will provide the benefits and recognition of its sponsors as described in the table below.

In the past, the benefits of sponsoring at higher tiers were not commiserate with the increase in sponsorship amount. With our standalone conference, we are now able to provide greater benefits to our sponsors going forward. We’re providing complimentary or discounted conference registration, and for our platinum and gold level sponsors, complimentary or discounted exhibitor booths and a showcase video at the conference. The sponsorship amounts for each tier have increased for 2024, but the additional value provided in the benefits more than offsets the increase in the amount. See the table on the next page for the detailed benefits.

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2024 NAYGN Sponsor Benefits

Level	Amount	Benefits
Platinum	≥ \$48,000 CAD	<ul style="list-style-type: none"> • 1 complimentary expo booth at the annual conference (approximately \$5k USD in value) <ul style="list-style-type: none"> ○ Booth is guaranteed only if sponsorship payment is received prior to February 1. If received later, then a booth will be provided based on availability at the time of request. • 10 complimentary registrations to the annual conference (approximately \$7k USD in value) • Company name on one student scholarship for the annual conference (includes registration, airfare, and lodging) • Early preview of the 2024 NAYGN Career Report data & 1-1 Discussion with Career Report Core Sponsor (ie VP) • Logos on the 2024 Conference lanyards • 2 minute showcase video of company to be played during annual conference. Video to be produced by the sponsor company and is subject to approval by NAYGN. • <u>Platinum</u> level recognition (by logo) on the NAYGN website and on an annual organizational newsletter, and prominently featured as a <u>platinum</u> sponsor at the annual conference.
Gold	\$27,000-47,999 CAD	<ul style="list-style-type: none"> • 50% discount for one expo booth at the annual conference (approximately \$2.5k USD in value) <ul style="list-style-type: none"> ○ Booth is guaranteed only if sponsorship payment is received prior to February 1. If received later, then a booth will be provided based on availability at the time of request. • 5 complimentary registrations to the annual conference (approximately \$3.5k USD in value) • Company name on one student scholarship for the annual conference (includes registration, airfare, and lodging) • 30 second showcase video of company to be played during annual conference. Video to be produced by the sponsor company and is subject to approval by NAYGN. • <u>Gold</u> level recognition on the NAYGN website and featured as a <u>gold</u> sponsor at the annual conference.
Silver	\$14,000-26,999 CAD	50% discount code for annual Conference registration valid for 8 attendees (approximately \$2800 USD in value) Recognition on the NAYGN website.
Supporter	\$3,000-\$13,999 CAD	50% discount code for annual Conference registration valid for 4 attendees (approximately \$1400 USD in value) Recognition on the NAYGN website.
Contributor	<\$3,000 CAD	Recognition on the NAYGN website.