2021 STRATEGIC PARTNERSHIP & SPONSOR PROSPECTUS

opportunity to impact
NSSGA® is the leading voice and advocate for the aggregates industry.

Our members — stone, sand and gravel producers and the equipment manufacturers and service providers who support them — produce the essential raw materials found in homes, buildings, roads, bridges and public works projects and represent more than 90 percent of the crushed stone and 70 percent of the sand and gravel mined annually in the United States.

An annual strategic partnership with NSSGA will help you connect to our members through omni-channel partnerships – in person or virtual. We will collaborate with you to create a customized and impactful opportunity that reflects your business objectives.

"Ask around, and it is evident that the NSSGA is the leading voice of advocacy in the aggregates industry. Sponsoring NSSGA allows Stedman to give back to the association that has provided years of support and advancement of one of the primary industries at the heart of our great nation. Networking at various meetings and events allows us to develop and maintain long term relationships and provides insights into the concerns of our business partners."

CHRIS NAWALANIEC  Executive Vice President  Stedman Machine

Start building your customized 2021 Annual Strategic Partnership today! Contact meetings@NSSGA.org.

TIMELINE OF 2021 STRATEGIC PARTNERSHIP OPPORTUNITIES

Q1
ANNUAL EVENT
NSSGA Annual Convention
ATLANTA | Mar. 8-10
AGG1 Academy & Expo
ATLANTA | Mar. 9-11

Q2
ANNUAL EVENTS
Young Leaders Annual Meeting
DENVER | Apr. 26-30

Q3
ANNUAL EVENT
Legislative & Policy Forum
WASHINGTON, DC | Sep. 28-30

Q4
DEVELOPING VALUE WEBINAR SERIES
• Policy Briefings
• Health & Safety
• Environmental
• Industry Education
• Legal
• Engineering & Technical
• Young Leaders

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DIGITAL ADVERTISING (NSSGA e-publications)
• The Washington Report
• NSSGA’s The Week Ahead

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Our members are your markets

NSSGA member companies spend more than 7.6 Billion dollars annually on products and services.

$75 BILLION

NSSGA MEMBER PRESENCE IN KEY SECTORS

Roads and highways
Residential Construction
Commercial construction and public works
U.S. annual crushed stone consumption
U.S. annual sand and gravel consumption

THE AGGREGATES INDUSTRY BY THE NUMBERS

• More than 2.5 billion metric tons of aggregates are produced every year — a value of approximately $25.1 billion.
• The aggregates industry contributes nearly $40 billion to the GDP of the United States.
• There are more than 10,000 construction aggregate operations nationwide.
• Every aggregates industry job supports an additional 4.87 jobs outside of stone, sand and gravel operations
• Every $1 of wages earned in the aggregates industry creates an additional $4 of wages in other industries
• Every $1 of sales in the aggregates industry produces another $3.50 of sales in other industries

“Komatsu America Corp. has been a member of NSSGA since 2015 and we have been pleased with the ROI from our sponsorships. The sponsorship has allowed Komatsu to demonstrate our commitment to the association and its members. The ability to network with impactful producers and MS members as we continue to push important initiatives has been a huge plus. The NSSGA staff works hard to ensure we are leveraging our sponsorship dollars in ways that will provide us biggest bang for our buck.”

TOM SUSS Director, National Accounts
Komatsu America Corp.

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### Annual Strategic Partnerships

**TITANIUM** ($75,000+)

**PREMIER PLATINUM** ($50,000+)

**GOLD** ($30,000+)

**SILVER** ($15,000+)

**BRONZE** ($10,000+)

All Annual Strategic Partners will have the ability to build a customizable package that meet your business objectives.

#### All Partnerships Include:

- Prominent visibility on NSSGA’s Partnership Page
- Visibility (signage, session title slides) at NSSGA annual events
- **Partner Connection Visibility on each virtual event platform**
- Recognition at NSSGA annual events
- Recognition on all event-related emails
- Visibility in conference Mobile App with logo, company description and contact information
- Recognition in one issue of the *Sand, Stone & Gravel REVIEW* magazine

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In response to the global Covid-19 pandemic, NSSGA has in place a robust virtual meetings platform. Where appropriate, NSSGA offers virtual alternatives to live-event partnership benefits. See page 6 for more information on the virtual meetings platform.

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### ADDITIONAL PARTNERSHIP BENEFITS

#### Business Development Access

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Titanium</th>
<th>Premier</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Facilitated one-on-one meeting with NSSGA President &amp; CEO</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Exclusive opportunities to connect to mutually agreed upon NSSGA member companies, facilitated by NSSGA staff.</td>
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<tr>
<td>Title sponsorship opportunities, coordinated with NSSGA staff (listed on p. 6)</td>
<td>6</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Podium opportunities (live or virtual) at NSSGA annual events</td>
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<tr>
<td>Participation in NSSGA arranged fireside chat (live or virtual) at one of the four annual events</td>
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<td>VIP seating at all NSSGA events luncheon and dinner functions</td>
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<tr>
<td>Facilitated table arrangements at NSSGA luncheon and dinner functions</td>
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<tr>
<td>Press release announcement from NSSGA</td>
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<tr>
<td>Semi-annual policy updates from NSSGA’s Advocacy Team</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Facilitated meetings with industry VIPs</td>
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#### Branding/Image

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<tr>
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<tbody>
<tr>
<td>Logo placement on website, at events and on email notifications</td>
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<tr>
<td>For exclusive title sponsorship events, premium branding opportunities</td>
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<td>Social media amplification through NSSGA social channels</td>
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#### Thought Leadership

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<tr>
<th>Benefit</th>
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<th>Premier</th>
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<th>Silver</th>
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<tbody>
<tr>
<td>Opportunity to contribute education-focused articles for the <em>Sand, Stone &amp; Gravel REVIEW</em> magazine</td>
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<tr>
<td>Opportunities to provide white papers published on the NSSGA website</td>
<td>2</td>
<td>1</td>
<td>1</td>
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<td>Opportunities to provide on-demand content for virtual event platform</td>
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<tr>
<td>Opportunities to provide customized educationally focused material for NSSGA facilitated webinars</td>
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<td>1</td>
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#### Additional Benefits

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<thead>
<tr>
<th>Benefit</th>
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<tr>
<td>Concierge-style service with one NSSGA staff member to coordinate all of your sponsor deliverables</td>
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<tr>
<td>Complimentary registrations to NSSGA annual events</td>
<td>12</td>
<td>10</td>
<td>8</td>
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Your logo where it counts

Whether in person or virtual, NSSGA’s multi-channel event strategy will provide customized opportunities to connect with your audience.

NSSGA’s Annual Convention brings together our members, industry reps and staff to conduct the business of the association. We are at our best when our NSSGA members are working together to advance policy, tackle regulations and provide the aggregates resources needed to build America’s future. When we come together as a membership and an industry, we’re able to unify our efforts to push for comprehensive federal infrastructure funding, address industry workforce issues and much more.

NSSGA’s Young Leaders is a group of industry professionals 40 years old and younger. The group’s keystone event is the Young Leaders Annual Meeting. This meeting is designed to develop leadership and management skills, address industry positions, help build a national network of industry professionals, exchange ideas and discuss areas of mutual interest. Young Leaders offers opportunities to make new relationships and strengthen existing ones within NSSGA and the industry.

NSSGA’s Executive Committee & Leadership Summit brings NSSGA’s senior-level leaders together to conduct association business and governance; to create meaningful connections; and to provide insights about trends impacting the aggregates industry you won’t find anywhere else.

NSSGA’s Legislative & Policy Forum provides NSSGA members an opportunity to convene, collaborate and advocate on policies important to the aggregates industry. The cornerstone of this event is Hill Day, an opportunity to discuss our story with our elected representatives, giving first-hand account of the implications of those policies and the value the aggregates industry brings to their communities.

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TITLE SPONSORSHIP OPPORTUNITIES

NSSGA staff are happy to work with you if an opportunity isn’t listed below.
(available to Titanium, Premier Platinum and Gold level strategic partners)

NSSGA Annual Convention
ATLANTA | Mar. 8-10
• General Session (up to 4 available)
• Networking reception (2 available)
• Board of Directors Meeting & Luncheon
• Registration check in system
• NSSGA mobile app
• NSSGA Live television feed, broadcast to each hotel room on a dedicated channel

Young Leaders Annual Meeting
DENVER | Apr. 26-30
• General Session (2 available)
• First-Timers Reception
• Welcome Networking Reception
• Closing Dinner Event
• Registration check in system
• NSSGA mobile app
• Optional event networking activity (several available)
• Dine around transportation
• Childcare during Closing Dinner
• Hospitality lounge
• Beverage breaks (several available)
• Golf Tournament

Executive Committee & Leadership Summit
PINEHURST, NC | Jun. 13-15
• General Session
• Board of Directors Meeting
• Welcome Networking Reception and Dinner Event
• Final Dinner Networking event
• Executive Committee Meeting
• Registration check in system
• NSSGA mobile app
• Optional event networking activity

Legislative & Policy Forum
WASHINGTON, DC | Sep. 28-30
• General Session (2 available)
• Board of Directors Meeting
• Welcome Networking Reception
• Networking Reception (2 available)
• ROCKPAC Max Donors Event
• Breakfast with a Lawmaker
• Lunch with a Lawmaker
• Hill Day Briefing and Breakfast
• NSSGA mobile app
• Registration check in system
• NSSGA Live television feed, broadcast to each hotel room on a dedicated channel

“Being a sponsor provides a focused visibility to target the great individuals and companies who serve our country’s infrastructure needs. It allows a continued networking opportunity at various meetings and events. It allows McLanahan Corporation, and me personally, to continue developing the friendships and business partnerships we have met over the years.”

MARK F. KRAUSE Managing Director – North America
McClanahan Corporation
Delivering impact, live or virtual

Partnering with NSSGA to sponsor our events allows your firm and team members to have access to decision makers while making valuable business connections.

NSSGA ANNUAL EVENT ATTENDEES BY JOB TITLE

- **60%** C-Suite
- **37%** Middle Mgmt.
- **3%** Other

**NSSGA VIRTUAL EVENTS**
Our robust and road-tested virtual events platform delivers the visibility you want.

Virtual podium opportunities allow you to get your message front and center with attendees.

NSSGA’s Virtual SponsorConnection page is an opportunity for your company to provide promotional videos, thought leadership, brochures and contact information.

All NSSGA strategic partners are recognized throughout the virtual platform.

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Thought leadership opportunities
(available to Titanium, Premier Platinum, Gold and Silver level sponsors)

Creating content and meaningful connections through an omni-channel approach will align your company's business objectives with interested and engaged NSSGA members.

DIGITAL ADVERTISING

NSSGA is committed to providing our members up to the minute industry news, legislative updates and valuable insights in the aggregates industry.

If you are looking to gain greater visibility with NSSGA members, partnering with us digitally will connect you directly to potential customers. This impactful sponsorship includes the ability for your company to link readers to a website, press release or other pertinent company news link.

Webinar Series
Title sponsorship of a webinar series (topics & speakers will be determined by NSSGA, collaborating with sponsor on content). Four to six webinars will be curated in the calendar year for each of the categories listed below:

- Environmental
- Safety & Health
- Policy Update
- Industry Education
- Legal
- Engineering & Technical
- Young Leaders

Single Webinar
Opportunity to promote one webinar of your choice, vetted and agreed upon with NSSGA staff.

Podcast Series
Opportunity to sponsor a podcast series. Available options include, but are not limited to:

- Safety & Health Podcast Series
- CEO Podcast Series

The Washington Report, a digitally delivered news brief, launched in 2020 and reaches all NSSGA members every other Thursday. This information-packed announcement focuses on all things DC-related and how legislation and policy efforts will affect the aggregates industry.

The Week Ahead is digitally published each Monday serves as an alert to key alerts on NSSGA's agenda. House and Senate hearings, markups, votes and other policy issues are included in this newsletter. In addition, any NSSGA sponsored webinar or briefing are included.

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