NAPA is the only national trade association serving the asphalt pavement industry.

Membership includes more than 1,200 companies employing more than 125,000 people.

NAPA is the leading voice providing insight into issues affecting the industry; including engineering, health and safety, legislation, regulations, sustainability, and workforce development.

2021-2022 Sponsorship Opportunities

Jennifer Siorek | 352-448-5875 | jsiorek@thewymancompany.com
Pave It Black - Podcast Sponsorship

*Pave It Black* is the official podcast of the National Asphalt Pavement Association. Hosted by NAPA’s Richard Willis and Brett Williams, *Pave It Black* focuses on the people, issues, and technologies of the asphalt pavement industry, road building, and research and innovation.

Available on NAPA’s website and through iTunes, iHeartRadio, Stitcher, SoundCloud, Spotify and TuneIn.

**Sponsorship recognition:**
- 15-30 second pre-roll (host announced)
- 1 minute mid-roll (sponsor pre-records)
- 15-30 second post-roll (host announced)
- Logo recognition included on marketing and email promotion of the episode
- $2,500 sponsored
- $5,000 sponsored plus guest
Monthly Thought Leadership Series

Each month, asphalt pavement product and service companies have an opportunity to provide an exclusive thought leadership message to nearly 7,000 asphalt pavement professionals in the nation. This message must be informative in nature and include best practices for the asphalt pavement community. This is not an advertising opportunity where a specific product or service is displayed, but an opportunity to educate and be viewed as a subject-matter expert.

Includes:

- One email sent out to nearly 7,000 individuals directly involved in the asphalt pavement industry.
- 500 to 600-word thought leadership article
- One banner ad (728x90)
- Editing services provided at no cost (writing services available for $375)
- $3,000 per submission (maximum two submissions per year, per company; cannot run consecutive months)
Webinar Sponsorship

Align your company with NAPA’s webinar series that focuses on industry best practices and news. Includes a wide variety of information to keep asphalt pavement professionals abreast of the latest issues and trends impacting the industry. After live airing, added to NAPA's On-Demand Webinar page.

Webinar:

- Share your expertise with the NAPA audience with your webinar.
- More than 5,500 people attended webinars in 2020.
- Must be educational in nature.
- Webinar topic and speaker must be approved by NAPA.
- $2,500 NAPA hosted webinar
- $5,000 sponsor hosted webinar

Sponsorship includes:

- Branding on all marketing/promotion pieces
- Branding on social media promotions
- Branding on event landing page
- Branding on pre-event communications/messages to attendees
- Branding on post-event communications/messages to attendees
- Logo on session opening slide
- Ability to introduce speaker