Advancing the natural stone industry together.

SPONSORSHIP & ADVERTISING OPPORTUNITIES
Natural Stone Institute members are at the heart of all association activities. Our sponsorship and advertising options are crafted so that all types of member companies can actively support our industry. Sponsors derive value from the publicity gained through sponsorship and advertising exposure. Your support is also a great way to give back to the industry.

The opportunities listed in this prospectus are just a start. Be creative and let us know if your company has specific ideas they would like to explore. On page 5, you will find sponsorship levels that support many different programs. Pages 6-19 list opportunities that can be selected a la carte.

Together we advance the natural stone industry with targeted programs to reach industry professionals and members of the design community. Here are some recent results:

- 11,997,330 users, visitors, and subscribers looked to the Natural Stone Institute for industry information online.
- 49,234 hours of education were completed.
- 18,894 individuals attended over 60 Natural Stone Institute programs and events.
- 439,500 industry professionals at 8 major international trade shows experienced our Use Natural Stone campaign.

MORE RESULTS AND EXPOSURE ARE POSSIBLE WITH YOUR SUPPORT!
Aligned closely with the Natural Stone Institute is the Natural Stone Foundation, a 501 (c) (3) non-profit, public charity. Contributions made by individuals to the foundation are tax deductible as allowed by law.

The Foundation supports the following programs: Natural Stone Scholarship, Women in Stone Empowerment Scholarship, Women in Stone Mentorship Program, various natural stone study tours, and countless educational articles published on [www.usenaturalstone.org](http://www.usenaturalstone.org).
TABLE OF CONTENTS

(ByText Section)

REACH STONE INDUSTRY PROFESSIONALS

Awards / Recognitions
Craftsman of the Year (pg 6)
Pinnacle Awards (pg 6)
Grande Pinnacle Award (pg 7)
Migliore Lifetime Achievement Award (pg 7)
Women in Stone Pioneer Award (pg 7)
Natural Stone Scholarship (pg 7)
Women in Stone Empowerment Scholarship (pg 7)

Education / Research / Advocacy
Accreditation (fabricators / installers) (pg 8)
Benchmarking Reports (pg 8)
Natural Stone University (online education) (pg 9)
Safety Training / Committee (all segments) (pg 9)
Regional Events (fabricators / installers) (pg 10)
Women in Stone (pg 10)

Publications / Online
Cutting Edge Newsletter (pg 13)
Membership Directory (pg 14)
Stone of the Year (pg 14)
Website: naturalstoneinstitute.org (pg 14)

Trade Shows / Events
Annual Study Tour (pg 16)
Mini-Study Tour (pg 17)
StonExpo Natural Stone Institute Board of Directors
Dinner / Reception (pg 18)
StonExpo Awards Program (January 23rd) (pg 18)
Member Receptions (pg 18)

REACH DESIGN PROFESSIONALS

Awards / Recognitions
Tucker Design Awards (pg 7)

Education / Research / Advocacy
CEU Classes (face-to-face education) (pg 11)
Gary Sinise Foundation (pg 11)
Natural Stone Academy (online education) (pg 12)
Resource Library (pg 12)
Use Natural Stone Campaign (pg 12)

Publications / Online
Building Stone Magazine (pg 15)
Building Stone Magazine – Digital Edition (pg 15)

Trade Shows / Events
AIA (pg 19)
ASLA (pg 19)
KBIS (pg 19)
Awards Program sponsorships help the industry recognize and celebrate excellence in projects, companies, design professionals and individuals. Sponsor dollars assist with all elements of the process. Applauding industry success strengthens our brand globally.

Learn more at: www.naturalstoneinstitute.org/awards

Includes:
- Recognition on award marketing materials.
- Featured on the Award website.
- Recognition on award specific press releases and article features.
- Recognition at the annual awards event.

REACH STONE INDUSTRY PROFESSIONALS

Craftsman of the Year Award  |  $2,500
Recognizes one craftsman who has performed outstanding stone fabrication and/or installation over a period of many years.

Pinnacle Awards  |  $1,500 Platinum / $1,000 Gold / $500 Silver / $250 Bronze
These highly coveted awards are given to projects whose beauty, creativity, ingenuity, and craftsmanship exemplify professional mastery in the use of natural stone in commercial and residential applications.
REACH DESIGN PROFESSIONALS

Tucker Design Awards | $1,500 Platinum / $1,000 Gold / $500 Silver / $250 Bronze
Since 1977, these awards have been recognized as one of the most prestigious architectural design awards in the country. Tucker Design Awards honor those who have achieved excellence in design through the incorporation and use of natural stone in building or landscape projects.

Grande Pinnacle Award | Sold to Marmomac
This award is presented to the best project across all categories. The award also entitles one member company winner and the project architect to round-trip economy airfare, lodging, and registration to Marmomac in September.

Women in Stone Pioneer Award | $2,500 (limit to 3 companies)
This award recognizes an advocate within the stone industry for their role in recruiting, retaining, and advancing women.

Migliore Lifetime Achievement Award | $2,500 (limit to 3 companies)
This award recognizes an individual who has made extraordinary contributions to our industry and the association. The award is named for MIA’s long-time Technical Director, the late Vincent R. Migliore, the first recipient.

Natural Stone Scholarship | Corporate Sponsorship: $1,000
Individual Donations Accepted: $100 minimum recommended
*Payable to the Natural Stone Foundation (501c3 charitable foundation)
This scholarship provides educational opportunities for aspiring stone professionals interested in furthering their careers within the industry. An all expense paid trip to TISE/StonExpo or the Annual Study Tour is awarded to an individual with less than 5 years of industry work experience.

Women in Stone Empowerment Scholarship | Corporate Sponsorship: $1,000
Individual Donations Accepted: $100 minimum recommended
*Payable to the Natural Stone Foundation (501c3 charitable foundation)
This scholarship provides a guided educational experience to one of three industry events for one woman showing a strong passion to grow her career within the industry.
The power of education by sharing information is vital to the success of any organization. Sponsor dollars assist with the creation and dissemination of information designed to increase knowledge about natural stone to all segments of the industry. A secondary benefit to the sponsors is the opportunity to network with other stone professionals.

**REACH STONE INDUSTRY PROFESSIONALS**

**Accreditation (fabricators / installers) | $1,000**
Help the association advocate the value of the program (third-party credentialing) to the membership, the design community, and building professionals searching for fabricators and commercial A & B contractors (installers). These companies pass rigorous standards which sets them apart.

Learn more: [www.naturalstoneinstitute.org/accreditation](http://www.naturalstoneinstitute.org/accreditation)

**Includes:**
- Access to the list of accredited companies
- Logo on Accreditation website
- Ability to provide special offers/discounts accredited members
- Invitation to special networking events at industry trade shows
- Representation at the Immersion Course(s)

**Benchmarking Reports | $2,500**
Help us gather data and publish reports about the industry, statistics, and other key benchmarks. This information helps gain insight into industry trends.

Learn more: [www.naturalstoneinstitute.org/data](http://www.naturalstoneinstitute.org/data)

**Includes:**
- Logo on all benchmarking marketing information
- Opportunity to make suggestions about research topics
- Access to specialized reports prior to industry distribution
- Listed on a sponsor landing page on the website
Natural Stone University (online education) | $500 and $5,000
Reach members, potential members, and design professionals through a variety of topics including safety, employee recruitment, technical information, sales and marketing, best practices, etc. Learn more: www.uofstone.org

Webinar Speaker/Host | $500
Host and provide topics for upcoming webinars

Includes:
- Opportunity to provide noncommercial course content that will be added as part of a course in the Natural Stone University
- List of attendees for the webinar (40 participant average)
- Sponsor logo on all marketing and promotion information

University Website Banner | $5,000
Display your brand for all participants to see when they come to the website (the association’s fastest growing venue for providing education).

Includes:
- Website Banner on the University homepage for 12 months
- Monthly list of course attendees. (Over 1,500 completed course and 6,000 downloaded courses a year)
- Acknowledgment provided on a special sponsor landing page delineating sponsor companies
- Branded promotional flyers
- Opportunity to provide an exclusive supplier discount to the participants

Safety Committee (all segments) | $2,500
This is an opportunity to have a seat at the table to assist in developing new safety training resources for the industry. The revenue generated from the committee sponsorships is used to support the creation and distribution of safety training materials. Learn more: www.naturalstoneinstitute.org/safety

Includes:
- Seat on this influential committee
- Opportunities to attend two face-to-face committee meetings and conference calls (as needed)
- Use of Natural Stone Institute safety sponsor logo (hard hat logo)
- Recognition on all safety training information
- Speaking opportunities regrading safety best practices
Regional Events (fabricators / installers)  |  $1,675, $3,000, $9,250 and $10,250
Gain exposure to fabrication and installation professionals. These regional gatherings offer educational, networking, and marketing opportunities for sponsors and hosts. Learn more: www.stoneindustryeducation.com

Includes:
- Weekly registration list starting 6 weeks before the event
- Event attendee list (average 35 fabricators per event / 55 total attendance)
- Recognition on all event specific marketing materials
- Customized flyer (with sponsor logo) to promote event to customers
- 5 complimentary registrations for guests
- Tabletop display area at each event
- Brief speaking opportunity during the event
- Logo listed on two event websites. NOTE: “All-event” and “host” sponsors will have their logo included in Stone World magazine announcing upcoming events.

Sponsorship Opportunities:
- Individual-Event Sponsor:  $1,675
- Event Host (9 cities):   $3,100 (per event)
- All-Events (9 cities) Sponsor:  $9,250 (3-year) / $10,250 (1-year)

Women in Stone  |  Platinum $3,000 / Gold $2,000 / Silver $500
Provide resources and opportunities to recruit, retain, and advance women in the natural stone industry through education, networking, mentorship, recognition, awareness, and other industry opportunities. Learn more: www.naturalstoneinstitute.org/womeninstone

All Levels Include:
- Recognition on WIS webpage and at WIS events
- Opportunity to contribute to the WIS Mentorship Program
- Discounted registration at select WIS events
- Group social media shout out thanking new sponsors once per year
- Gold Sponsors also includes: recognition on select marketing materials, collateral distribution, registration for two participants, and social media reference.
- Platinum Sponsors also includes: attendee lists, additional registrations, mentorship program sponsor recognition.
CEU Program (face-to-face education)  |  $300 and $2,500

Our Face-to-Face CEU Program is one of the many benefits of being a member of the Natural Stone Institute. Once enrolled and certified as a speaker, members can present a selection of turn-key courses to architects, designers, LEED professionals, and more. Each presentation comes with training and presentation resources and each are pre-approved to offer continuing education credits through AIA, LACES, NKBA, and GBCI depending on content. Sponsorships in this program help us to further develop this important outreach to the design community.

Learn more: www.naturalstoneinstitute.org/ceu

Sponsorship Opportunities:

Annual Enrollment (plus event/speaker fees):  $300
Premium Level (no additional fees):  $2,500

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Gary Sinise Foundation
R.I.S.E. Program  |  Product / Fabrication / Installation donations

The R.I.S.E. Program builds specially adapted smart homes for wounded veterans and first responders. Members wishing to donate will be teamed regionally with fellow members and the Gary Sinise Foundation to provide natural stone materials and services for the most deserving of families. 12-16 opportunities are available annually to provide slab material, fabrication, installation and exterior stone for cladding or hardscapes. Learn more: www.naturalstoneinstitute.org/rise

Includes:

- Invitation to events hosted for the veterans and their families.
- Recognition on Gary Sinise Foundation event signage
- Recognition on the Natural Stone Institute’s R.I.S.E. Program web page
- Inclusion in Natural Stone Institute’s donor recognition
- Press release about project support
Natural Stone Academy (online education)  |  $2,500
Get a listing of architects taking online courses developed by the Natural Stone Institute. Your sponsorship also supports the development costs of 8 hours of accredited courses (3 AIA LU/HSW + 5 AIA LU). The Academy is hosted through Architectural Record. Learn more: www.naturalstoneinstitute.org/academy

Includes:
- Monthly course attendee list.
- Special natural stone academy sponsor landing page featuring sponsor companies
- Recognition on all natural stone academy marketing materials
- Customized flyer (with sponsor logo) to promote the natural stone academy

Use Natural Stone Campaign  |  Starting at $500 - See package offers
This strategic program advances the use of natural stone. This is your opportunity to support the promotion of natural stone to designers and consumers. Commitments can be made for a single year or multiple years.

Includes:
- Special sponsor landing page featuring sponsor companies
- Opportunity to share article ideas and photos
- Access to over 100 articles published about natural stone
- Use of all social media materials developed to promote natural stone
The Cutting Edge Newsletter
Distributed to every member. Published six times a year.

Includes:
- Distribution to over 2,000 members (print) and 8,000 member employees (digital) who purchase machinery, services, supplies, and other aspects of the trade.
- You provide the artwork.

The Cutting Edge Display Advertising Rates:

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size (WxH)</th>
<th>1x Rate Member/Non-Member</th>
<th>3x Rate Member/Non-Member</th>
<th>6x Rate Member/Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7-3/8” x 10”</td>
<td>$1,000 / $1,600</td>
<td>$800 / $1,300 ea.</td>
<td>$700 / $1,100 ea.</td>
</tr>
<tr>
<td>1/2 Page Ad</td>
<td>7-3/8” x 5”</td>
<td>$600 / $1,200</td>
<td>$550 / $1,050 ea.</td>
<td>$500 / $900 ea.</td>
</tr>
<tr>
<td>1/3 Page Ad</td>
<td>4-7/8” x 6”</td>
<td>$500 / $1,100</td>
<td>$450 / $950 ea.</td>
<td>$400 / $800 ea.</td>
</tr>
<tr>
<td>1/4 Page Ad</td>
<td>4-7/8” x 3-1/4”</td>
<td>$400 / $1,000</td>
<td>$350 / $850 ea.</td>
<td>$300 / $700 ea.</td>
</tr>
<tr>
<td>Business Card</td>
<td>4-7/8” x 2”</td>
<td>$300 / $900</td>
<td>$250 / $750 ea.</td>
<td>$200 / $600 ea.</td>
</tr>
</tbody>
</table>
Membership Directory Ad | $2,175 Full pg / $1,750 ½ pg / $1,360 ¼ pg

2,000 print / 50,000 + electronically. Target members and support the Natural Stone Institute by reserving ad space.

**Includes:**
- Print version distributed to each member and at several key trade shows
- Shared electronically to all member employees and influential architects and designers
- You provide the artwork

Stone of the Year | $8,000 (Exclusive)

This program is exclusive to one natural stone producer. The stone image/brand is used extensively on association resources throughout the year.

**Learn more:** [www.naturalstoneinstitute.org/stoneoftheyear](http://www.naturalstoneinstitute.org/stoneoftheyear)

**Includes:**
- Used for yearly member certificate and code of ethics
- Quarry profile in The Cutting Edge newsletter
- Webinar regarding the quarry history and geographic specifications of the stone
- Featured on membership directory cover
- Featured on folders handed out at Stone Summits and new member packets
- Special recognition on the website

Natural Stone Institute Website | $1,000

Your ad will appear as a pop-up banner on the website and links directly to your site. Each month, you will receive a report with the number of page hits your ad received.

**Learn more:** [www.naturalstoneinstitute.org](http://www.naturalstoneinstitute.org)

**Includes:**
- Your ad displayed for one month on our home page
- Single opportunity; only one banner ad is permitted per month (limit 12)
- Over 360,000 unique visitors per year and growing
Building Stone Magazine (9,200 print / 100,000 + electronically)
Exclusive to the promotion of natural stone, this bi-annual publication is both editorially and visually rich in its value to the design community. Advertisements in the magazine reach approximately 8,500 design professionals (architect, landscape architect and interior design firms). The remaining 8% of printed magazines are distributed to industry members and other influencers. Through strategic partnerships, this one of a kind publication has expanded its reach to more than 100,000 readers.

**Building Stone Magazine Display Advertising Rates:**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,040</td>
<td>$3,665</td>
<td>$3,420</td>
<td>$3,100</td>
</tr>
<tr>
<td>IFC/IBC</td>
<td>$3,670</td>
<td>$3,300</td>
<td>$3,090</td>
<td>$2,800</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,200</td>
<td>$2,890</td>
<td>$2,740</td>
<td>$2,465</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$2,430</td>
<td>$2,180</td>
<td>$2,090</td>
<td>$1,860</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$2,215</td>
<td>$1,990</td>
<td>$1,880</td>
<td>$1,675</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$2,215</td>
<td>$1,990</td>
<td>$1,880</td>
<td>$1,675</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,405</td>
<td>$1,250</td>
<td>$1,210</td>
<td>$1,085</td>
</tr>
<tr>
<td>1/4 Page B/W</td>
<td>$1,125</td>
<td>$1,005</td>
<td>$940</td>
<td>$875</td>
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</table>

Non-Member Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
</tr>
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<tbody>
<tr>
<td>Full page</td>
<td>9” x 10.875”</td>
<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5” x 7.5”</td>
<td>4.75” x 7.75”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4.875”</td>
<td>7.25” x 5.125”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375” x 10”</td>
<td>3.625” x 10.25”</td>
</tr>
<tr>
<td>1/4 Page B/W</td>
<td>3.375” x 4.875”</td>
<td>3.625” x 5.125”</td>
</tr>
</tbody>
</table>

Member Rates

Building Stone Magazine Digital Edition Sponsorship | $800
Your logo and business card sized ad will be featured in the email graphic announcing the digital edition. This email is sent to over 20,000 industry and architectural contacts.

Learn more: www.naturalstoneinstitute.org/buildingstonemagazine
Maximize your exposure to customers attending study tours, industry trade shows (StonExpo, Coverings, Marmomac, etc), and/or design shows. These sponsorships are designed to ensure recognition before, during, and after events—sponsors will be recognized in The Cutting Edge after each show.

**REACH STONE INDUSTRY PROFESSIONALS**

**Annual Study Tour | 5 Sponsorship Opportunities**

Let attendees see your brand and/or products at this unique multi-day exploration of natural stone, stone facilities, and the surrounding region. The live auction is a great way to showcase your products.

*Learn more: [www.naturalstoneinstitute.org/studytour](http://www.naturalstoneinstitute.org/studytour)*

**Includes:**
- Website, and on-site signage recognition
- Your company logo featured within this year’s event gift
- Additional promotional opportunities for your company (may vary each year)

**Sponsorship Opportunities:**
- Closing Reception: $1250
- Transportation: $1000
- Team Building: $750
- Bar/Reception: $750
- Welcome Package: $500
Min-Study Tours - (2 days) | 3 Sponsorship Opportunities
This two day regional tour of stone companies provides ample time for networking with attendees, education, and fun. Learn more: www.naturalstoneinstitute.org/studytour

Includes:
- Website, and on-site signage recognition
- Your company logo and website link featured on promotional e-Blasts and all tour related materials

Sponsorship Opportunities:
Opening Night Dinner: $1,800
Transportation: $1,000
Bar/Reception: $750
Natural Stone Institute Board of Directors Dinner / Reception (StonExpo) | $1,500
This sponsorship give you an opportunity to promote your company and network with past presidents and current board members.

Includes:
- Event attendee list
- Logo on event signage
- Send two representatives to the event

Pinnacle Awards Program (StonExpo) | $1,500
This event is a fabulous way to show your support for the presentation of beautiful stonework and outstanding stone professionals being recognized for their achievements.

Includes:
- Logo on event signage
- Recognition in the Cutting Edge newsletter
- Recognition at the event

Member Receptions | $750
Five different receptions are offered at industry trade shows to provide networking opportunities for the attendees.

Includes:
- Logo on event signage
- Networking opportunities

Sponsorship Opportunities:
- StonExpo (Las Vegas, NV): $750
- Xiamen (Xiamen, China): $750
- Coverings (Orlando, FL): $750
- Marmomac (Verona, Italy): $750
Design Trade Shows | $250 / $500
Help the association reach more architects and designers at these important trade shows. Your contribution will be used to cover expenses to provide technical and promotional materials about natural stone at the following venues.

Includes:
- Attendee List
- Logo in the Cutting Edge Newsletter

Sponsorship Opportunities:
- American Institute of Architects (AIA) Expo: $250 / $500
- American Society of Landscape Architects (ASLA): $250 / $500
- KBIS - National Kitchen & Bath Association (NKBA): $250 / $500
COMMITMENT FORM

COMPANY INFORMATION

Sponsor/Company:__________________________________________________________
Address:________________________________________________________________
City:_________________________State:_________Zip:__________________________
Phone:_________________________Email:_____________________________________

By signing, below, I/we are committing to the following sponsorship/pledge to the Natural Stone Institute.

AWARDS / RECOGNITIONS
Reach Stone Industry Professionals
☐ Craftsman of the Year ($2,500)
☐ Pinnacle Awards $1,500 $1,000 $500 $250
☐ Grande Pinnacle Award (Sold)
☐ Migliore Lifetime Achievement Award ($2,500)
☐ Women in Stone Pioneer Award ($2,500)
☐ Natural Stone Scholarship $1,000 Other: $_____
☐ Women in Stone Empowerment Scholarship $1,000 Other: $_________

Reach Design Professionals
☐ Tucker Design Awards $1,500 $1,000 $500 Silver $250

EDUCATION / RESEARCH / ADVOCACY (CONSUMERS)
Reach Stone Industry Professionals
☐ Accreditation (fabricators / installers) ($1,000)
☐ Benchmarking Reports ($2,500)
☐ Natural Stone University (online education) ($5,000)
☐ Webinar Speaker / Host ($500)
☐ Safety Training / Committee (all segments) ($2,500)
☐ Regional Events (fabricators / installers) $1,675 $9,250 $10,250
☐ Event Host
☐ Women in Stone $3,000 $2,000 $500

Reach Design Professionals & Consumer
☐ CEU Classes (face-to-face education) $300 $2,500
☐ Gary Sinise Foundation (in-kind)
☐ Natural Stone Academy (online education) $2,500
☐ Use Natural Stone Campaign ($500)

PUBLICATIONS / ONLINE
Reach Stone Industry Professionals
☐ Cutting Edge Newsletter (See pg. 13 for rates)
☐ Membership Directory $2,175 $1,750 $1,360
☐ Stone of the Year ($8,000)
☐ Website Banner ($1,000)

Reach Design Professionals
☐ Building Stone Magazine (See pg. 15 for rates)
☐ Building Stone Magazine – Digital Edition $800 (E-Blast)

TRADE SHOWS / EVENTS
Reach Stone Industry Professionals
☐ Annual Study Tour $ Auction (in-kind) $ Luncheon (in-kind)
☐ Welcome Package ($500) $ Team Building ($750)
☐ Bar/Reception ($750) $ Transportation ($1,000)
☐ Closing Reception ($1,250)
☐ Mini-Study Tour $ Opening Night Dinner ($1,800)
☐ Transportation ($1,000)
☐ Bar/Reception ($750)
☐ StonExpo Natural Stone Institute Board of Directors Dinner / Reception ($1,500)
☐ StonExpo Awards Program ($1,500)
☐ StonExpo Member Reception ($750)
☐ Xiamen Member Reception ($750)
☐ Coverings Member Reception ($750)
☐ Marmomac Member Reception ($750)

Reach Design Professionals
☐ AIA $250 $500
☐ ASLA $250 $500
☐ KBIS $250 $500

NATURAL STONE FOUNDATION
☐ Tax Deductible amount $_____________________

NOTES:

CONFIRMATION

Total: $____________________Signature:____________________Date:___________

PAYMENT INSTRUCTIONS: ☐ Installments (semi-annual) ☐ One Time Payment

PAYMENT TYPE: ☐ Check ☐ Bill me

A secure service payment link will be emailed to you after submission of this form. The secure service accepts US bank accounts and all major credit cards.

Updated 01/15/20