

2026 Sponsorship Opportunities

**Build Your Brand. Support Our Programs.
Advance the Industry Together.**

**The NSI's goals are simple but vital
to the natural stone industry and your business.**

PRODUCT

Significantly Increase the Awareness
and Use of Natural Stone

PEOPLE

Advance NSI as the Community
for Natural Stone Professionals



What We Do at NSI

Empower the Natural Stone Industry Through Education, Advocacy, and Connection

Sponsorship packages are available exclusively to Natural Stone Institute (NSI) members and are designed to deliver the best value through a comprehensive lineup of promotional benefits that combine visibility, engagement, and credibility in ways no single opportunity can match. **The value of the packages includes substantial savings in comparison to the a la carte prices.**

NSI's goals are simple, and your sponsorship fuels these initiatives while giving your company year-round visibility and measurable impact.

When you sponsor NSI, you are aligning with industry leaders who support a mission-driven, member-led trade association.

Our Key Programs Include:

Educating the Industry

- **Architects and Designers:** Build awareness and expertise through targeted outreach and networking.
- **Countertop Fabricators:** Support our largest member segment with practical training and resources.
- **Silica & Safety:** Protect employees through training, credentialing, and collaborative research.

Supporting Operations

- **Quarry Advocacy:** Strengthen the quarrier community with safety programs, networking, and operational support.
- **Technical Standards:** Lead the development of ANSI and ISO standards, webinars, and the *Dimension Stone Design Manual*.

Promoting Growth

- **Product and Service Launches:** Leverage NSI platforms to introduce new offerings to the industry.
- **Industry Recognition:** Celebrate excellence in design, craftsmanship, and leadership.

Building Community

- **Women in Stone:** Empower women in the industry through mentorship, education, and recognition.
- **Study Tours:** Offer immersive, multi-day experiences exploring stone production and regional culture.



A&D Package

Ideal For:

- Quarriers
- Stone Distributors
- Commercial Installers
- Restoration Professionals

Promotional Benefits:

- Opportunity to support design community education
- Outreach to more than 100,000 architects, landscape architects, interior designers, construction specifiers, stone industry professionals, and other influencers through NSI's combined print and digital platforms
- Brand recognition (see chart below)



Pricing*:

A&D PRICING	GOLD	SILVER	BRONZE
<i>Building Stone Magazine Ad</i>	Full page	1/2 page	1/2 page
Support of Continuing Education (CEU) program**	X	X	X
Rotating ad on NSI's design professionals webpage	1 year	6 months	3 months
Featured article about your product or service on the <i>Use Natural Stone</i> webpage	X	X	
Brand recognition during NSI's live webinars	X	X	X
Brand recognition in email outreach to design professionals	X	X	
Brand recognition at design trade shows: ASLA, KBIS, Greenbuild, StonExpo (Design Community event)	X	X	
Social media recognition	X		
Value	\$16,400	\$11,425	\$5,300
Savings	\$3,280	\$2,285	\$1,060
Price	\$13,120	\$9,140	\$4,240

* A la carte events and program sponsorships are outlined on the commitment form.

** See CEU Gold, Silver, & Bronze funding levels on the commitment form.

Quarry Advocacy Package

Ideal For:

- Quarriers supporting NSI advocacy efforts
- Equipment and tooling suppliers interested in the quarrier segment

Promotional Benefits:

- Support NSI's advocacy initiatives focused on education, networking, and business growth—helping promote the value and integrity of natural stone extraction and fabrication
- Support the creation of content and tools that help the entire industry share the story of how natural stone is quarried and fabricated
- Opportunities to network with key industry peers and leaders at various events
- Brand recognition (see chart below)



Pricing*:

QUARRY ADVOCACY PRICING	GOLD	SILVER	BRONZE
Brand Recognition:			
Ad on Natural Stone Catalogue	1 year	6 months	
At industry events including Hardscape NA, ASLA, and StonExpo	X	X	X
During Quarrier Virtual Meetings	X	X	X
During Quarry Summits (two per year)	X	X	X
On the North American Quarry Advocacy Group webpage	X	X	X
On the Thor Lundh Quarrier Award webpage*	X	X	X
Social media recognition	X		
Quarriers Only:			
Quarry spotlight in <i>The Cutting Edge</i> newsletter	X		
Virtual Quarry Tour through NSI webinar program	X		
Value	\$21,500	\$13,000	\$8,500
Savings	\$4,300	\$2,600	\$1,700
Price	\$17,200	\$10,400	\$6,800

* A la carte events and program sponsorships are outlined on the commitment form.

Fabricator Package

Ideal For:

- Stone Distributors
- Equipment, Tooling, and Chemical Suppliers
- Technology, Insurance, and Service Providers

Promotional Benefits:

- Opportunity to grow your network within the largest segment of NSI membership
- Support for ongoing education in safety, fabrication techniques, installation best practices, and business development
- Direct exposure to fabricators and installation professionals
- Brand recognition (see chart below)



Pricing*:

FABRICATOR PRICING	GOLD	SILVER	BRONZE
Brand Recognition:			
Stone Summit events and website**	5 cities	3 cities	1 city
Accreditation sponsor on the website	X	X	X
Networking party at StonExpo	X	X	X
Networking party at Coverings	X	X	X
Social media recognition	X		
Additional:			
Ad in <i>The Cutting Edge</i> newsletter	full page (3 issues)	1/2 page (1 issue)	1/2 page (1 issue)
NSI homepage banner ad (limited availability)	1 month		
Value	\$17,150	\$8,950	\$5,550
Savings	\$3,430	\$1,790	\$1,110
Price	\$13,720	\$7,160	\$4,440

* A la carte events and program sponsorships are outlined on the commitment form.

**Contact us if you would like to reach fabricators in ways other than the in-person stone summits.
Several options available.

Silica and Workplace Safety Package

Ideal For:

- Quarriers
- Stone Distributors
- Equipment and tooling suppliers committed to safety leadership

Promotional Benefits:

- Collaborative efforts to keep employees safe through training, research, and partnerships with organizations such as ISFA and the Yale School of Medicine
- Vital roles in strengthening safety culture across the supply chain and supporting industry-wide advocacy
- Expanded opportunities for fabricator safety credentialing and participation on the NSI Safety Committee
- Outreach to regulatory agencies and public health officials, including OSHA and MSHA
- Ongoing research initiatives in collaboration with the Yale School of Medicine and ISFA



Pricing*:

SILICA AND WORKPLACE SAFETY PRICING	GOLD	SILVER	BRONZE
Additional Value:			
Participation on the Safety Committee	X	X	X
In-person NSI-lead Silica & Slab Safety Certificate Training course	5 locations	3 locations	1 location
Additional Value	\$20,000	\$13,000	\$6,000
Price	\$100,000	\$75,000	\$50,000

* A la carte events and program sponsorships are outlined on the commitment form.

Product Launch or Promotion Package

Ideal For:

- Stone distributors
- Equipment, tooling, and chemical suppliers
- Technology, insurance, and other industry partners
- International companies seeking to expand business in North America

Promotional Benefits:

- Reach your target audience with a mix of weekly, monthly, and annual advertising opportunities to receive measurable results
- Benefit from a 35% open rate and 20% click-through rate among more than 8,000 engaged members with NSI's weekly e-newsletter
- Brand recognition with prime position on NSI's most visited webpages and communications
- Opportunity to extend outreach to architects and designers



Pricing*:

PRODUCT LAUNCH OR PROMOTION PRICING	GOLD	SILVER	BRONZE
NSI homepage banner ad (limited availability)	2 months	1 month	1 month
Weekly e-newsletter digital ad	6 placements	6 placements	3 placements
Ad in <i>The Cutting Edge</i> newsletter	full page (3 issues)	full page (1 issue)	1/2 page (1 issue)
Dedicated email to target audience through NSI's email marketing platform	X		
Value	\$10,360	\$5,610	\$3,480
Savings	\$2,070	\$1,120	\$690
Price	\$8,290	\$4,490	\$2,790

* A la carte events and program sponsorships are outlined on the commitment form.

Note: If design professionals are part of your audience, ask about adding *Building Stone Magazine* to your package.

Print Advertising Rates and Specifications

THE Cutting Edge

SIZE	SPECS	Member		Non-Member	
		1X	3X	1X	3X
Back Cover	Bleed: 8.75"w x 11.25"h	\$1,500	\$1,200	\$3,000	\$2,400
Full Page	Trim: 8.5"w x 11"h	\$1,250	\$1,000	\$2,500	\$2,000
Full Page Advertorial	Ask for details.	\$1,200	\$960	NA	NA
2/3 Page Vertical	5"w x 9.75"h	\$1,025	\$820	\$2,050	\$1,640
1/2 Page Horizontal	7.625"w x 4.75"h	\$800	\$640	\$1,600	\$1,280
1/3 Page Square	5"w x 4.75"h	\$625	\$500	\$1,250	\$1,000
1/3 Page Vertical	2.375"w x 9.75"h	\$625	\$500	\$1,250	\$1,000
1/6 Page Vertical	2.375"w x 4.75"h	\$500	\$400	\$1,000	\$800
Insert (single sheet)	8.5"w x 11"h	\$1,500	\$1,200	\$3,000	\$2,400

BuildingStone MAGAZINE

SIZE*	SPECS	Member	Non-Member
		ANNUAL (1X)	ANNUAL (1X)
Back Cover	Bleed: 9.25"w x 11.125"h Trim: 9"w x 10.875"h	\$2,900	\$3,480
Inside Front/Back Cover		\$2,700	\$3,240
Full Page		\$2,400	\$2,880
1/2 Page Horizontal	Bleed: 9.25"w x 5.875"h / Non-bleed: 7"w x 4.875"h	\$1,675	\$2,010
1/2 Page Vertical	Bleed: 4"w x 11.25"h / Non-bleed: 3.375"w x 9.5"h	\$1,675	\$2,010
1/4 Page	Non-bleed: 3.375"w x 4.875"h (bleed unavailable)	\$950	\$1,140
Digital E-Blast Sponsor	Contact NSI	\$800	\$960

Digital Advertising

	SPECS	Member	Non-Member
		(1X)	(1X)
NSI Web Homepage Ad	728 x 90 pixels	\$1,000	NA

	SPECS	Member			Non-Member		
		(1X)	(3X)	(12X)	(1X)	(3X)	(12X)
NSI Weekly E-Newsletter	1425 x 225 pixels	\$750	\$1,950	\$6,720	\$1,500	\$3,900	\$13,500

	SPECS	Member		Non-Member	
		6 months	1 year	6 months	1 year
Natural Stone Catalogue	728 x 90 pixels	\$3,500	\$5,500	NA	NA
Natural Stone University	728 x 90 pixels	NA	\$5,000	NA	NA



Sponsorship & Advertising Commitment

Awards (Pinnacle, Tucker, Individual Awards & Ceremony)

- ☐ Gold \$2,500 ☐ Silver \$1,500 ☐ Bronze \$500

Advocacy

- ☐ Women in Stone:
☐ Gold \$5,000 ☐ Silver \$2,500
☐ Bronze \$1,000 ☐ Mentorship \$500
- ☐ Safety Committee.....\$ 2,500
- ☐ North American Quarry Advocacy Group\$ 2,500
☐ Monthly Virtual Meetings (per month).....\$ 250
☐ Quarry Summits (2X per year/per event)....\$ 500
☐ Quarry Spotlight in *The Cutting Edge*.....\$ 1,000

Advertising

- ☐ *Building Stone Magazine* (Published 1X per year)
- | 1 ISSUE | MEMBER | NON-MEMBER |
|------------------------------|-------------------------------|-------------------------------|
| Back Cover..... | <input type="radio"/> \$2,900 | <input type="radio"/> \$3,480 |
| Inside Front/Back Cover..... | <input type="radio"/> \$2,700 | <input type="radio"/> \$3,240 |
| Full Page..... | <input type="radio"/> \$2,400 | <input type="radio"/> \$2,880 |
| 1/2 Page Horizontal..... | <input type="radio"/> \$1,675 | <input type="radio"/> \$2,010 |
| 1/2 Page Vertical..... | <input type="radio"/> \$1,675 | <input type="radio"/> \$2,010 |
| 1/4 Page..... | <input type="radio"/> \$950 | <input type="radio"/> \$1,140 |
| Digital E-Blast Sponsor..... | <input type="radio"/> \$800 | <input type="radio"/> \$960 |
- ☐ *The Cutting Edge Newsletter* (Published 3X per year)
- | 3 ISSUES | MEMBER | NON-MEMBER |
|----------------------------|------------------------------------|------------------------------------|
| Back Cover..... | <input type="radio"/> \$1,200 each | <input type="radio"/> \$2,400 each |
| Full Page..... | <input type="radio"/> \$1,000 each | <input type="radio"/> \$2,000 each |
| 2/3 Vertical..... | <input type="radio"/> \$820 each | <input type="radio"/> \$1,640 each |
| 1/2 Page Horizontal..... | <input type="radio"/> \$640 each | <input type="radio"/> \$1,280 each |
| 1/3 Page Square..... | <input type="radio"/> \$500 each | <input type="radio"/> \$1,000 each |
| 1/3 Page Vertical..... | <input type="radio"/> \$500 each | <input type="radio"/> \$1,000 each |
| 1/6 Page Vertical..... | <input type="radio"/> \$400 each | <input type="radio"/> \$800 each |
| Full Page Advertorial..... | <input type="radio"/> \$960 each | <input type="radio"/> NA |
| Insert (single sheet)..... | <input type="radio"/> \$1,200 each | <input type="radio"/> \$2,400 each |
- | 1 ISSUE | MEMBER | NON-MEMBER |
|----------------------------|-------------------------------|-------------------------------|
| Back Cover..... | <input type="radio"/> \$1,500 | <input type="radio"/> \$3,000 |
| Full Page..... | <input type="radio"/> \$1,250 | <input type="radio"/> \$2,500 |
| 2/3 Vertical..... | <input type="radio"/> \$1,025 | <input type="radio"/> \$2,050 |
| 1/2 Page Horizontal..... | <input type="radio"/> \$800 | <input type="radio"/> \$1,600 |
| 1/3 Page Square..... | <input type="radio"/> \$625 | <input type="radio"/> \$1,250 |
| 1/3 Page Vertical..... | <input type="radio"/> \$625 | <input type="radio"/> \$1,250 |
| 1/6 Page Vertical..... | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 |
| Full Page Advertorial..... | <input type="radio"/> \$1,200 | <input type="radio"/> NA |
| Insert (single sheet)..... | <input type="radio"/> \$1,500 | <input type="radio"/> \$3,000 |
- ☐ Natural Stone Institute Weekly E-Newsletter
- | | MEMBER | NON-MEMBER |
|--------------------|-------------------------------|--------------------------------|
| 12 Placements..... | <input type="radio"/> \$6,720 | <input type="radio"/> \$13,500 |
| 3 Placements..... | <input type="radio"/> \$1,950 | <input type="radio"/> \$3,900 |
| 1 Placement..... | <input type="radio"/> \$750 | <input type="radio"/> \$1,500 |
- ☐ Natural Stone Catalogue
☐ 1 year \$5,500 ☐ 6 months \$3,500
- ☐ NSI Homepage Banner Ad (each).....\$ 1,000
- ☐ Stone of the Year\$10,000

Credentiailling

- ☐ Accreditation (per year)\$ 1,000
- ☐ Sustainability:
☐ Gold \$5,000 ☐ Silver \$2,500 ☐ Bronze \$1,000

Events

- ☐ Study Tour:
☐ Platinum \$1,250 ☐ Gold \$1,000
☐ Silver \$750 ☐ Bronze \$500
- ☐ TISE/StonExpo Member Reception/After Party... \$ 950
- ☐ Coverings Member Reception\$ 950
- ☐ Marmomac Member Reception\$ 950
- ☐ TISE Board of Directors Dinner/Reception.....\$ 1,500
- ☐ Design Trade Shows (KBIS, ASLA, etc)\$ 500

Education

- ☐ Natural Stone University\$ 5,000
- ☐ Live Webinar Sponsor (per year).....\$ 2,500
- ☐ Live Webinar Host (each)\$ 2,500
- ☐ Fabricator Events:
☐ National Sponsor (per year)\$13,000
☐ Multi-City Gold Sponsor (5 events)\$ 8,250
☐ Multi-City Silver Sponsor (3 events)\$ 5,250
☐ Regional Bronze Sponsor (1 event).....\$ 1,850
☐ Event Host (per event) **2025 SOLD OUT**.....\$ 3,300
☐ Event Host + CEU (per event) **2025 SOLD OUT**...\$ 4,800
☐ Hosting In-Person Silica & Slab Safety Certificate Training (per event)\$ 3,500
- ☐ CEU Program:
☐ Gold \$2,500 ☐ Silver \$1,500 ☐ Bronze \$500
- ☐ Use Natural Stone Campaign
☐ Gold \$10,000 ☐ Silver \$5,000 ☐ Bronze \$2,500

Sponsorship Packages

- ☐ A&D:
☐ Gold \$13,120 ☐ Silver \$9,140 ☐ Bronze \$4,240
- ☐ Quarry Advocacy:
☐ Gold \$17,200 ☐ Silver \$10,400 ☐ Bronze \$6,800
- ☐ Fabricators:
☐ Gold \$13,720 ☐ Silver \$7,160 ☐ Bronze \$4,440
- ☐ Silica and Workplace Safety:
☐ Gold \$100,000 ☐ Silver \$75,000 ☐ Bronze \$50,000
- ☐ Product Launch or Promotion:
☐ Gold \$8,290 ☐ Silver \$4,490 ☐ Bronze \$2,790

Find detailed descriptions of all sponsorship and advertising opportunities on our website.

naturalstoneinstitute.org/sponsorship



Thank You for Your Generous Sponsorship

Your marketing dollars support programs, resources,
and events that ensure we can continue to
Advance the Industry Together.

Sponsorship Commitment

Company: _____ Contact Name: _____

Address: _____ City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____



☐ I acknowledge that all of our company's sponsored content, including ads and promotional copy, complies.

☐ Prior to receiving contact information for relevant leads, my company agrees to abide by the NSI Privacy Policy.

☐ I am including a completed Media Release form (if applicable).

Total: \$ _____

Payment Options: ☐ Semi-annual installments ☐ One-time payment

Signature: _____ Date: _____

A secure service payment link will be emailed to you after this form has been received. The secure service accepts payment from U.S. bank accounts and all major credit cards.

Return completed, signed form to Marcella Prado: marcella@naturalstoneinstitute.org