

CAPITOL HILL | WASHINGTON, D.C. | AMERICA'S SMALL BUSINESS FLY-IN | SEPT. 10-11, 2025

NATIONAL SMALL BUSINESS ASSOCIATION

WASHINGTON PRESENTATION



SPONSORSHIP & MARKETING
PROSPECTUS



A NOTE FROM OUR PRESIDENT & CEO

Thank you for considering NSBA as a partner in your outreach efforts. Although NSBA is steeped in political activism, we are a staunchly nonpartisan organization committed to being member-driven and small-business focused. The **Washington Presentation** is our annual Fly-In where 200 small-business leaders come to Washington, D.C. to hear from policy experts, attend a White House Briefing, participate in a Congressional Breakfast and then set out to meet with their elected officials on Capitol Hill.

Whether you're a Fortune-500 company or a small-business member of NSBA, we give you a straightforward path to getting your message in front of our 65,000 small-business members and you can rest easy knowing that any position we take is backed by those members.

For nearly 90 years, NSBA has been America's Small Business Advocate. We have more than 100 years collective Capitol Hill experience on staff, and I'm proud to have led NSBA for more than 30 years. We are highly respected on Capitol Hill and work closely with countless other organizations inside the D.C. Beltway ensuring small business has a seat at the table.

Your support of our organization and the small businesses we serve is critical to ensuring a thriving small-business community.

Best,

Todd



Todd McCracken

President & CEO

National Small Business Association

TOP ISSUES AFFECTING SMALL BUSINESS | 2025-2026

In February 2025, Small Business Congress Delegates selected the following Priority Issues for NSBA to pursue in the 119th Congress.

**EXPAND EXPIRING
TAX CUTS**

**STRENGTHEN THE SBA
OFFICE OF ADVOCACY**

**EXTEND THE 199A PASS-THROUGH
DEDUCTION**

**ELIMINATE THE SELF-EMPLOYMENT
TAX ON HEALTH CARE**

**REIN IN THE COSTS
OF HEALTH CARE**

**SUPPORT ROBUST SMALL
BUSINESS CONTRACTING**

**REPEAL THE CORPORATE
TRANSPARENCY ACT**

**STRENGTHEN FEDERAL INNOVATION
PROGRAMS**

**IMPROVE ACCESS
TO CAPITAL**

STRENGTHEN SBA LENDING

MEMBERS ADVOCATE FOR NSBA PRIORITIES

Attending the NSBA Washington Presentation gives members the opportunity to work with a delegation of other small-business advocates as they meet with Senators and Representatives on Capitol Hill to educate them on what America's small businesses most need. This event is a great way to show business leaders and policymakers that your company stands behind small business.



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WP DELEGATES | SMALL BUSINESS ADVOCATES

NSBA works closely with Members of Congress, the media and its own members and affiliated groups. Through publications, policy forums, conferences, surveys, action alerts, media interaction, and online and social media, NSBA keeps its members up to date on legislation that may help or hinder small-business growth. NSBA members and staff testify on Capitol Hill and we are a go-to source for all things small business.

At our last Washington Presentation in 2024, nearly 200 small-business members of NSBAs attended to make their voice heard. Our members are as diverse as the economy they fuel, but we all share one common belief: small business is the lifeblood of the U.S. economy. At the Washington Presentation, you will have one full day to network with our delegation, plus before-and-after opportunities to get your message in front of key decision makers.

TENTATIVE WP SCHEDULE

Sept. 10

Registration and Sponsor Welcome

9:00-11:30 a.m.

National Home Builder's Association

Welcome and Awards Luncheon

12:00-1:30 p.m.

National Home Builder's Association

Issue Briefing & Advocacy Training

1:45-3:00 p.m.

National Home Builder's Association

Administration Briefing

3:30-5:00 p.m.

White House (Pending Space)

Reception

5:30-7:00 p.m.

National Home Builder's Association

TENTATIVE WP SCHEDULE

Sept. 11

Board Buses for Capitol Hill

6:45-7:00 a.m.

Darcy Hotel

Congressional Breakfast

7:30-9:30 a.m.

National Reserve Officer's Building

Hill Visits

10:00 a.m. - 3:00 p.m.

House & Senate Office Buildings



Be a Part of Something Big for Small Business.

NSBA is pleased to offer opportunities for our Partners to advertise their company as champions of small-business policy in front of the WP Delegation and leading policymakers joining us in September.

WP Corporate Partner Sponsorships

Sponsor Opportunities

Luncheon Sponsor With Host Remarks	\$10,000
Evening Reception Sponsor With Host Remarks	\$7,500
Congressional Breakfast Sponsor With Host Remarks	\$5,000
NSBA Leadership Recognition During Refreshment Breaks	\$2,500
NSBA Leadership Recognition During Coffee Break	\$1,500
Logo and Recognition on WP Event Bags	\$3,500
WP 2025 WiFi Sponsor	\$3,500
Exhibitor Table at WP (<\$3,000 shared >\$3,000 solo)	
Member Sponsors	
Presidential	\$5,000
Senatorial	\$2,500
Congressional	\$1,000
Federal	\$500
Advocate	\$250

Included Benefits for ALL Sponsor Levels

- ✓ Listing on NSBA Website
- ✓ At Least Three Mentions on NSBA's Social Channels
- ✓ At Least One Complimentary WP 2025 Registration
- ✓ Logo Placement on all WP 2025 Communications
- ✓ Logo Placement on WP 2025 Web Pages
- ✓ Listing on WP 2025 Partner Banner
- ✓ Recognition at Luncheon





QUESTIONS?

CONTACT
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