

2026 NATIONAL SCENIC BYWAY CONFERENCE

Celebrating America's Byways Together



October 6–8
WEST MEMPHIS, ARKANSAS

National
SCENIC BYWAY
Association



+



NSBA PARTNERSHIP PACKET

2026 Sponsor and Exhibitor Opportunities

Presenting Sponsor -- \$5,000

- Pre-Conference
 - Recognition on conference communications as a sponsor
 - Logo on NSBA registration website
 - “Welcome Conference Presenting Sponsors” message pre-conference via NSBA digital and social media
- During Conference
 - “Presenting Sponsor Spotlight” opportunity to introduce a session or to be introduced (as the sponsor of that session)
 - Recognition in conference communications as sponsor
 - Logo in program and on event signage
 - Specialty item and/or brochure included in registration bag, upon request
 - Two full conference registrations
 - Option: to be an Exhibitor - Exhibit table (or bring your own booth set-up) in Eugene Woods Civic Center Conference Room – please request with registration
- Post Conference
 - List of attendees agreeing to have their information shared, following the conference upon request
 - Recognition on all post-conference communications as a sponsor
 - “Thank You Presenting Sponsors” message post-conference via digital and social media
 - Recognition on communications as a 2026 NSBA partner and conference sponsor, including newsletters

Supporting Sponsor -- \$2,000

- Pre-Conference
 - Recognition on conference communications as a sponsor
 - Logo on event website
 - “Welcome Conference Supporting Sponsors” message pre-conference via NSBA digital and social media
- During Conference
 - Recognition in conference communications as sponsor
 - Logo in program and on event signage
 - Specialty item and/or brochure included in registration bag, upon request
 - One full conference registration
 - Option: to be an Exhibitor - Exhibit table (or bring your own booth set-up) in Eugene Woods Civic Center Conference Room – must request with registration
- Post Conference
 - Recognition on all post conference communications as sponsor
 - “Thank You Supporting Sponsors” message post-conference via digital and social media

Additional Donations and Donors –

For additional conference donations and donors, of any amount, names and organizations will be recognized as appropriate in the Conference program/event and on our NSBA Supporters website page.

Exhibitor -- \$500 (must be a NSBA member to qualify)

- Pre-Conference
 - Recognition on conference communications as an exhibitor
 - “Welcome Exhibitors” message
- During Conference
 - Recognition in conference communications as an exhibitor
 - Logo in program and on event signage
 - One full conference registration
- Post Conference
 - Recognition on all conference communications as an exhibitor
 - “Thank You Exhibitors” message post-conference via digital and social media



2026 NATIONAL SCENIC BYWAY CONFERENCE

PARTNER COMMITMENT FORM

Yes, I am interested in being a sponsor or exhibitor for the 2026 National Scenic Byway Conference at the level of:

_____ Presenting Sponsor \$5000

_____ Supporting Sponsor \$2000

_____ Exhibitor \$500 (must be a NSBA member to qualify)

Check all that apply: The goal of my sponsorship of the conference is to:

☐ Advertise my organization's products and/or services

☐ Promote my organization or event

☐ Support NSBA

☐ Other _____

Invoicing information:

COMPANY/ORGANIZATION:

CONTACT NAME: _____

CONTACT TITLE: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE: _____

E-MAIL: _____

Please email the commitment form to:

Sharon Strouse, Executive Director

Sharon.Strouse@nsbassociation.com



Sharon

Sharon Strouse
National Scenic Byway Association
Executive Director
sharon.strouse@nsbassociation.com
330.231.3468
PO Box 212, Millersburg, Ohio 44654-0212

**The National Voice
of Scenic Byways
& Roads**

***An invoice will be generated after the form is received.**



FREQUENTLY ASKED QUESTIONS

WHO IS THE NATIONAL SCENIC BYWAY ASSOCIATION?

- The National Scenic Byway Foundation (NSBF), is doing business as the National Scenic Byway Association (NSBA). We are a 501(c) 3 nonprofit organization. We serve as the National Voice of Scenic Byways and Roads, dedicated to strengthening byways and actively advocating for renewed byway federal funding. A volunteer-run organization since 2005, the NSBA is governed by a Board of Directors made up of byway leaders and affiliates from across the country. The NSBA is currently the only organization that brings together extensive byway expertise and experience.

WHAT IS THE DEMOGRAPHIC MAKEUP OF ATTENDEES FOR THE CONFERENCE?

- This is the first National Scenic Byway Conference since 2011, so we are still refining our understanding of the attendee profile. We anticipate approximately 200 participants, including leaders who manage individual byways as well as professionals who support multiple byways at the regional or state levels. These attendees are directly involved in corridor management, visitor experience development, interpretation, tourism partnerships, and implementation of byway projects across the country.
- Sponsors have the opportunity to engage with a national network of byway leaders and partners responsible for planning, managing, and enhancing scenic travel corridors and visitor experiences across the United States.
- The types of attendees we expect:
 - Byway Leaders
 - Local elected officials
 - Local tourism officials
 - Local Chamber of Commerce officials
 - Regional tourism officials
 - Travel writers

- Conservation & historic preservation advocates
- State transportation officials
- State tourism officials
- A large number of attendees will be affiliated with the Great River Road, All-American Road, and will come from the following 10 states: AR, IL, IA, KY, LA, MN, MO, MS, TN, WI.

WHEN WILL THE CONFERENCE RETURN?

- This conference is the first such event since 2011. It is a joint, first-time effort between NSBA and the Mississippi River Parkway Association. Depending on the success of the event, and the willingness of partners and sponsors, there are discussions about making this a bi-yearly event. It would return in 2028.

ARE THERE OPPORTUNITIES FOR ENGAGING THE BYWAY COMMUNITY BEYOND TABLING?

- Absolutely! The easiest way to engage with attendees is to have a role at the Byway Celebration event being planned for Wednesday night. There are also other segments of the conference itinerary that need sponsors and are perfect for greater interaction and messaging. Reach out to Sharon Strouse at Sharon.Strouse@nsbassociation.com to discuss further.

WHAT ARE SOME WAYS TO CONTINUE THE MOMENTUM OF THIS EVENT? ARE THEIR OPPORTUNITIES FOR POST CONFERENCE FOLLOWUP WITH THE BYWAY COMMUNITY?

- NSBA hosts a number of regular online messaging, learning, and collaboration events, some exclusively for our members. These include newsletters, recorded training webinars, and 'First Fridays' get togethers. We'd love to have your company be part of these events. Please reach out to Sharon Strouse at Sharon.Strouse@nsbassociation.com to discuss further.