



National Payroll Week 2026 Sponsorship Benefits

All National Payroll Week 2026 sponsors will receive the following:

- Corporate Logo with Link on www.NationalPayrollWeek.com. (January to January).
- Dedicated NPW mobile-friendly and ungated website page featuring sponsor information, branding (logo), URLs (optional embedded video), and your content around National Payroll Week, all shareable in social media.
- Preferential booth selection by sponsorship level for the 2027 Payroll Congress.
- Social Media Acknowledgement:
 - “Special Thank You Sponsors” group tagged posts from PayrollOrg’s social media channels on LinkedIn and Facebook in at least two posts per channel from May through September.
- In August, an NPW Social Media Messaging Toolkit featuring pre-made NPW-related messaging as well as accompanying graphics for posts especially for sponsors.
- Opportunity to comment on the “Getting Paid in America” survey results and be included in the nationally distributed survey results press release in September.
- Logo inclusion in the NPW marketing video shared to PayrollOrg’s social media channels.
- Corporate logo on 1 NPW merchandise item sold to hundreds of payroll and finance professionals throughout the year.
- Logo recognition in the 2026 NPW TV and print ads shown in major national magazines and newspapers, and on major TV networks.
- Full-page acknowledgement featuring your executive or full-page NPW related ad style message in the January issue of PAYTECH magazine commemorating the previous year’s NPW sponsorship.
- NPW commemorative video shown at the 2026 Payroll Congress (PayrollOrg’s largest Payroll Conference), business meetings, PayrollOrg local chapter meetings, and conferences across the country. *
- 2026 NPW creative artwork files provided upon request to include on all of your promotional materials. *
- Inclusion in PAYTECH magazine’s “NPW Planning Guide” mailed to more than 20,000 payroll professionals in May and featured on the NPW website for visitors to download.
- Beginning in May, logo inclusion on the 2026 NPW survey.

- Corporate logo on the 2025 NPW commemorative poster.*
- Receive up to 200 copies of the 2026 NPW commemorative poster.
- Recognition in PAYTECH's NPW preview issues and the January 2027 campaign wrap-up issue with a reach of more than 20,000 readers per issue.
- Logo placement on all NPW related marketing emails.
- After the NPW campaign closes, a performance report of all social media posts sponsor was tagged in, and, if applicable, performance report of any press release(s) featuring the sponsor.

*Subject to production deadlines

Money Matters Sponsor:

In addition, the following benefits are included with the Money Matters Sponsorship

- Exclusive sponsor of the PayrollOrg's National Education Day as part of National Payroll Week.
- 2nd Priority booth selection for PAYO's 2027 Annual Congress after Diamond Sponsor.
- Email to PAYO's membership during the sponsorship calendar year (sent by PAYO).
- 12-question PAYO Membership survey providing all participant data and aggregate responses in post-survey reports.
- Opportunity to receive a quote from a PAYO representative or other relevant NPW information to include in your NPW related press releases, blogs, or other content pieces by contacting the PAYO's public relations department. Note: copy must be approved by PAYO before distribution: distribution and fees are the sole responsibility of the sponsor.
- Social Media Content & Tags from PAYO: At least 3 NPW/payroll posts on X from [@PayNews](#) (PAYO's X handle) tagging sponsor between January and end of National Payroll Week. At least 2 LinkedIn posts regarding NPW/payroll related content from the PAYO Company page, tagging sponsor between January and December.
- Money Matters Blog post [on www.nationalpayrollweek.com](http://www.nationalpayrollweek.com)
- Custom NPW Social Media Video with dedicated, exclusive sponsor acknowledgement to be used in sponsor's social media posts.
- Prominent logo exposure throughout the entire NPW campaign, including all NPW advertisements placed in national magazines and newspapers and on network TV.
- Dedicated Digital Ad Campaign to promote the Scholarship contest.
- An annual Money Matters "scholarship" or "Cash award" (Grant) for One (1) \$5,000 Scholarship Grand Prize and two (2) \$1,000 Scholarships for continuing education, eligible to any high school junior or senior (or anyone - disabled vet, stay-at-home mom, etc.) who shows an acceptable understanding the Money Matters curriculum. Scholarship monies are

INCLUDED in overall sponsorship cost. Participants will view educational information about a paycheck.

- Scholarships will be awarded based on participants passing an online quiz.
- Logo will be included on all Money Matters lesson materials.
- PAYTECH article coverage on the scholarship winners (subject to winner permission)
- Optional - Sponsor can invest in the purchase of T-shirts, pens, or other materials distributed to educators and/or students that cohesively promote the PAYO/Sponsor. Money Matters Sponsorship with PAYO approval.

Platinum Sponsor:

- After Diamond-level sponsor, preferential booth selection for the 2027 Payroll Congress.
- One email to PayrollOrg's membership during the sponsorship calendar year (sent by PayrollOrg).
- Opportunity to receive a quote from an PayrollOrg representative or other relevant NPW information to include in your NPW related press releases, blogs, or other content pieces by contacting the PayrollOrg's Public Relations Department. Note: copy must be approved by PayrollOrg before distribution; distribution and fees are the sole responsibility of the sponsor.
- Social Media Content & Tags from PayrollOrg:
 - At least 2 LinkedIn and Facebook posts regarding NPW/payroll-related content from the PayrollOrg Company page, tagging sponsor between January and September.
- Custom NPW Social Media Video with dedicated, exclusive sponsor acknowledgement or NPW/Sponsor logo image to be used in sponsor's social media posts.
- Prominent logo exposure throughout the entire NPW campaign, including all NPW advertisements placed in national magazines and newspapers, and on network TV.

Gold Sponsor:

- After Platinum-level sponsors, preferential booth selection for the 2027 Payroll Congress.
- Less prominent logo exposure than Diamond and Platinum sponsors and Media Partners throughout entire 2026 NPW campaign, including all NPW advertisements placed in national magazine and newspapers.
- Corporate logo featured on all NPW advertisements placed in national magazines and newspapers. Gold Sponsor logos are smaller and placed below Diamond Sponsor, Platinum Sponsor, and Media Partner logos.