



2026

ENGAGEMENT OPPORTUNITIES

CELEBRATING 35 YEARS 1991-2026



OUR MISSION

The NATA Foundation champions research, supports education, and enhances knowledge to optimize the clinical experience and outcomes within the diverse patient populations served by the athletic training profession.

Through the years, the NATA Foundation has advanced the AT profession by:

2,107
Scholarships
Awarded
(\$4.35M)

9,313
Abstracts
presented

416
Research Grants
Awarded
(\$5.65M)

148
Mentor
Pairings

ABOUT US

The vision of the NATA Research and Education Foundation is to be the leader in supporting innovative research and educational opportunities to advance health care and inform policy for the benefit of the physically active populations. The Foundation's work benefits every athletic trainer (AT) and every company associated with the profession, as well as the physically active community at large.

The NATA Foundation, the philanthropic arm of the National Athletic Trainers' Association (NATA), was incorporated in 1991.

We are the only philanthropic 501 c(3) non-profit (Tax ID #75-2395176) dedicated to advancing the athletic training profession through research and education.

OUR PROGRAMATIC PILLARS

1

EDUCATION

Our Education Programs support students pursuing degrees in athletic training through scholarships and a writing contest. These initiatives provide financial assistance and encourage creativity, helping to shape the future of the athletic training profession.



2

RESEARCH

We strive to enhance the knowledge base of the athletic training profession and promote research among athletic trainers. By identifying research priorities, the NATA Foundation seeks to support topics that demonstrate the effectiveness of services provided by Athletic Trainers.



3

PROFESSIONAL DEVELOPMENT

Our professional support encompasses mentorship programs and educational resources designed to help athletic trainers integrate the latest research into their clinical practice, ensuring they provide the highest standard of care.





MAKE AN IMPRESSION

The NATA Foundation leverages its website, social media, newsletter, and the NATA Clinical Symposia & AT Expo to create a significant impact across the athletic training community.

Our communication efforts effectively engage athletic trainers and their communities, amplifying our mission to champion research, support education, and enhance knowledge.

This not only optimizes clinical experiences and outcomes but also provides sponsors with valuable exposure to a dedicated audience, reinforcing their commitment to advancing the athletic training profession.

68,000+

Annual visits to the
NATA Foundation
website

26,000+

Subscribed
newsletter recipients

5,000-7,000+

Annual Convention
attendees

15,000+

Social followers





We collaborate with business partners who support our mission, programs, and events to help carry out our goal of supporting and advancing the athletic training profession through research and education.

BRAND AWARENESS

Increase brand recognition among thousands of consumers who are passionate about our mission.

CORPORATE RESPONSIBILITY

By supporting the NATA Foundation, your company is helping to improve patient care and advance the athletic training profession.

CUSTOMER LOYALTY

People are more likely to buy from businesses that support the causes they are passionate about.

CORPORATE PARTNERSHIP OPPORTUNITIES

Programmatic Support & Grants

Corporate Sponsorships

Event Sponsorships

Gift In-Kind Contribution

Marketing Campaign Donations

Payroll Deductions & Matching Gifts

RESEARCH PROGRAMS

DISTINGUISHED SCHOLARS LECTURE EXCHANGE PROGRAM



The Distinguished Scholars Lecture Exchange program provides athletic trainers with an opportunity to learn about cutting edge research from other health care professionals while attending the NATA convention. This session at the annual NATA convention includes speakers who represent The American College of Sports Medicine (ACSM), The American Medical Society of Sports Medicine (AMSSM) and The American Orthopaedic Society for Sports Medicine (AOSSM). The program also allows members from these groups to benefit from athletic training speakers who represent the athletic training profession by giving presentations at their annual meetings.

BENEFITS

NAME OF PROGRAM

Distinguished Scholars Lecture Exchange Program
Sponsored by NAME

EMAIL MARKETING

Included in 2 Groundwork Newsletters (40K + emails);
sponsorship mentioned on emailed communications
regarding the 2026 program

SOCIAL MEDIA

Quarterly posts using your company logo; logo and/or
company name included in all posts referencing the
Distinguished Scholars Lecture Exchange Program

NATA FOUNDATION WEBSITE

Featured on all pages referencing Distinguished Scholars
Lecture Exchange Program

OTHER

Name/company logo on NATA Foundation booth signage
during NATA Clinical Symposia & AT Expo; name/company
logo on slides deck prior to the Distinguished Scholars
Session; name/company logo on signage during the
Distinguished Scholars Session; name on the NATA
Convention app/directory when the Distinguished
Scholars session is listed

\$6,000 GIFT

SOLD



*Names the Distinguished
Scholars Lecture Program
for 12 months*

RESEARCH PROGRAMS

FREE COMMUNICATIONS PROGRAM



The NATA Foundation's Free Communications program is often the first chance an AT has to present their research and clinical case studies on a topic during the NATA convention. Through 2025, more than 9,300 oral and poster presentations have been provided through the Free Communications program. The Free Communications program provides a forum for researchers and clinicians to disseminate research and clinical case studies. Those abstracts selected by the Committee are published in the *Supplement to the Journal of Athletic Training* and are presented at the NATA Convention via oral or poster presentation.

BENEFITS

NAME OF PROGRAM

Free Communications Program Sponsored by NAME

EMAIL MARKETING

Included in 6 Groundwork Newsletters (40K + emails); sponsorship mentioned on emailed communications regarding the 2026 program

SOCIAL MEDIA

Quarterly posts using your company logo; logo and/or company name included in all posts referencing the Free Communications program

NATA FOUNDATION WEBSITE

Featured on all pages referencing Free Communications Program

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo; name/company logo on slides deck between Free Comm sessions (~150 Free Comm Oral presentations per year); name/company logo displayed near Poster Board sessions (~150 poster presentations per year)

\$10,000 GIFT

SOLD



Names the Free Communications Program for 12 months

RESEARCH PROGRAMS

FREE COMMUNICATIONS AWARDS PROGRAM



The purpose of the Free Communications Awards program is to recognize and encourage the research efforts of athletic trainers and athletic training students by awarding outstanding research awards based on NATA Foundation Free Communications program abstracts and presentations. The award categories include 5 types of awards across the research spectrum, which will all be presented as oral presentations.

BENEFITS

NAME OF PROGRAM

Free Communications Awards Sponsored by NAME

EMAIL MARKETING

Included in 1 Groundwork Newsletter (40K + emails); sponsorship mentioned on emailed communications regarding the 2026 awards

SOCIAL MEDIA

Quarterly posts using your company logo; logo and/or company name included in all posts referencing the Free Communications awards

NATA FOUNDATION WEBSITE

Featured on all pages referencing Free Communications Awards

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo; name/company logo on awards presented to the categorical winners of the Free Communications Program

\$2,500 GIFT

SOLD



Names the Free Communications Awards Program for 12 months

RESEARCH PROGRAMS

GRANT WRITING WORKSHOP

Hosted during the annual NATA Clinical Symposia & AT Expo, the NATA Foundation brings together a group of nationally recognized mentors who have obtained success with external funding agencies to help athletic training investigators maximize their chance of securing research funding. The purpose of this workshop is to help early career scholars craft and revise competitive specific aims pages to improve funding successes from agencies like the NATA Foundation, NIH, and DoD. Past attendees, early career researchers (e.g., assistant faculty rank), post-doctoral fellows, and doctoral candidates transitioning to faculty roles are urged to attend.

BENEFITS

NAME OF PROGRAM

Grant Writing Workshop Sponsored by NAME

EMAIL MARKETING

Included in 1 Groundwork Newsletter (40K + emails); sponsorship mentioned on emailed communications regarding the Grant Writing Workshop

SOCIAL MEDIA

Quarterly posts using your company logo; logo and/or company name included in all posts referencing the Grant Writing Workshop

NATA FOUNDATION WEBSITE

Featured on all pages referencing Grant Writing Workshop

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo; name/company logo on signage and presentation PPTS during the Grant Writing Workshop

\$2,000 GIFT



Names the Grant Writing Workshop for 12 months

EDUCATION & PROFESSIONAL DEVELOPMENT PROGRAMS

DOCTORAL MENTOR PROGRAM

The Doctoral Mentor Program extends the NATA Foundation's current Faculty Mentor Program to include doctoral students. The Doctoral Mentor Program provides a supportive external environment for athletic training doctoral students wishing to gain mentorship centered on research collaboration, service to the profession, and advancing teaching practices as preparing for a role in higher education, or industry.

BENEFITS

NAME OF PROGRAM

Doctoral Mentor Program Sponsored by NAME

EMAIL MARKETING

Included in 1 Groundwork Newsletter (40K + emails);
Sponsorship mentioned on emailed Mentor Programs
related communications

SOCIAL MEDIA

Quarterly posts using you company logo; logo and/or
company name included in all posts referencing the
Doctoral Mentor Program program

NATA FOUNDATION WEBSITE

Featured on all pages referencing Doctoral Mentor
Program

OTHER

Name/company logo on NATA Foundation booth signage
during NATA Clinical Symposia & AT Expo; name/company
logo on signage for Mentor Meetup event during the
NATA Clinical Symposia & AT Expo; invitation to attend
the Mentor Meetup event during the NATA Clinical
Symposia & AT Expo

\$3,000 GIFT



***Names the Doctoral
Mentor Program for 12
months***

EDUCATION & PROFESSIONAL DEVELOPMENT PROGRAMS

FACULTY MENTOR PROGRAM

The NATA Foundation Faculty Mentor Program pairs junior faculty members with established faculty who will provide guidance, advice and assistance in navigating the first several years of employment within higher education. The goal is to form lasting relationships to help the mentees build a solid knowledge base and acquire an understanding of the balance necessary to becoming successful researchers and educators.

BENEFITS

NAME OF PROGRAM

Faculty Mentor Program Sponsored by NAME

EMAIL MARKETING

Included in 1 Groundwork Newsletter (40K + emails); sponsorship mentioned on emailed Mentor Program related communications

SOCIAL MEDIA

Quarterly posts using you company logo; logo and/or company name included in all posts referencing the Faculty Mentor program

NATA FOUNDATION WEBSITE

Featured on all pages referencing Faculty Mentor Program

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo; name/company logo on signage for Mentor Meetup event during the NATA Clinical Symposia & AT Expo; invitation to attend the Mentor Meetup event during the NATA Clinical Symposia & AT Expo

\$3,000 GIFT



*Names the Faculty Mentor
Program for 12 months*

EDUCATION & PROFESSIONAL DEVELOPMENT PROGRAMS

RESEARCH TO CLINICAL PRACTICE

Created by the NATA Foundation Educational Resources Committee, the “Research to Clinical Practice” series captures and organizes educational resources specific to topics in athletic training. Each month focuses on a new timely topic and points athletic trainers to position statements, key/seminal research papers, infographics, and other additional digital media (podcasts, webinars). The one-page newsletter offers a resource that clinicians can quickly learn where to find key pieces of information related to specific topics.

BENEFITS

NAME OF PROGRAM

Research to Clinical Practice Sponsored by NAME

EMAIL MARKETING

Included in all Groundwork Newsletters 10/year (40K + emails)

SOCIAL MEDIA

Monthly posts using you company logo

NATA FOUNDATION WEBSITE

Website: Featured on all pages referencing Research to Clinical Practice

ERC'S RTCP ISSUES

Featured on all PDF Research to Clinical to Practice issues (10 issues/year)

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo

\$7,500 GIFT

SOLD



*Names Research to
Clinical Practice for 12
months*

EDUCATION & PROFESSIONAL DEVELOPMENT PROGRAMS

STUDENT WRITING CONTEST

The NATA Foundation Athletic Training Student Writing Contest (SWC) awards a total of \$1,000 in 3 different contest divisions. Athletic training students enrolled in professional programs are eligible to participate in the following categories of submission: Original Research (\$500); Summary Evidence Research (\$250); Clinical Practice Research (\$250).

BENEFITS

NAME OF PROGRAM

Student Writing Contest Sponsored by NAME

EMAIL MARKETING

Included in 1 Groundwork Newsletter (40K + emails); sponsorship mentioned on emailed communications regarding the program

SOCIAL MEDIA

Quarterly posts using your company logo; logo and/or company name included in all posts referencing the Student Writing Contest

NATA FOUNDATION WEBSITE

Featured on all pages referencing Student Writing Contest

OTHER

Name/company logo on NATA Foundation booth signage during NATA Clinical Symposia & AT Expo; name/company logo engraved on awards presented to the 2026 winners of the student writing contest; opportunity to attend the Pinky Newell Student Leadership Reception during NATA 2026 (awards will be presented to students)

\$3,000 GIFT



*Names the Student
Writing Contest for 12
months*

RESEARCH GRANTS

BE A CATALYST FOR CHANGE! SPONSOR OUR RESEARCH GRANTS AND CONTRIBUTE TO THE EVIDENCE THAT ELEVATES ATHLETIC TRAINING.

The goals of the NATA Research and Education Foundation include advancing the knowledge base of the athletic training profession and encouraging research among athletic trainers who can contribute to athletic training knowledge. By identifying research priorities, the NATA Foundation hopes to promote research topics that achieve these goals and provide evidence for the effectiveness of services provided by Certified Athletic Trainers. Research priorities are established that will have the highest potential impact on the profession of Athletic Training. By defining research needs in a diverse field, the NATA Research and Education Foundation expects to maximize efficient and effective use of its financial resources by funding General, New Investigator, Master's and Doctoral grants. Donor restricted research grants may be allowed with the prior approval of the NATA Foundation.

\$50,000 GIFT

Doctoral Grant (Full Endowment)

\$50,000 GIFT

General Research Grant (1 Year)

\$2,500 GIFT

Doctoral Research Grant (1 Year)



\$25,000 GIFT

Master's Grant (Full Endowment)

\$20,000 GIFT

New Investigator Research Grant (1 Year)

\$1,000 GIFT

Master's Research Grant (1 Year)

*** Administrative fees will be added to all Grant Sponsorship.

SCHOLARSHIPS

EMPOWER THE NEXT GENERATION OF ATHLETIC TRAINERS—SUPPORT OUR SCHOLARSHIP PROGRAM AND HELP CHANGE LIVES WITH EVERY AWARD!

The NATA Foundation Scholarship Program is one of the organization's most highly regarded programs. Through this program, managed by the NATA Foundation's Scholarship Committee, the NATA Foundation awards Undergraduate, Master's and Doctoral scholarships. The number of scholarships varies annually (from 50 to 75), with the amount of the award currently \$2,300 per scholarship. Scholarship funding is secured through a variety of sources, including the organization's endowment program, as well as through annual corporate and individual support.

\$2,500 GIFT

Provides 1 Annual Scholarship

\$10,000 GIFT

Provides 4 Annual Scholarships



\$20,000 GIFT

Provides 8 Annual Scholarships

\$50,000 GIFT

Endowment of 1 Scholarship

*** \$2,300 of this amount will be awarded to the scholarship recipient. The balance of \$200 will be retained by the NATA Foundation to help cover costs of administering the Scholarship Program

ANNUAL CONVENTION FUNDRAISING EVENT

HELP PUT THE “FUN” IN FUNDRAISING

Each year, the NATA Foundation hosts a fundraising event during the NATA Clinical Symposia & AT Expo, which typically sells out with 300+ attendees. This fun networking event is regularly attended by leaders from both NATA and the NATA Foundation. Sponsorship benefits vary by level and may include up to a year of website exposure, newsletter features, social media recognition, signage at the NATA Convention, and more! Detailed sponsorship opportunities for this event will be available by January 1 each year.

WHAT

”Rock & Bowl at Lucky Strike Philadelphia is a high-energy, 90’s-themed bowling and dueling-piano celebration honoring the NATA Foundation’s 35 years of advancing the athletic training profession through research and education.

WHEN

June 29, 2026 7:30-10:30pm

WHERE

Lucky Strike, Philadelphia PA

WHY

Our annual fundraiser for the NATA Foundation is a vibrant gathering that fosters community and connections. This event offers a relaxed atmosphere for socializing, networking, and mingling with fellow attendees and expo vendors, allowing attendees to meet new friends and reconnect with old ones—all while supporting a great cause.

WHO

Open to everyone

SPONSORSHIP LEVELS ****See Sponsor Sheet for Benefits*

\$15,000

\$10,000

\$7,500

\$5,000

\$3,500

\$2,500

\$1,500

\$750

\$350

EVENT SPONSORSHIP OPPORTUNITY

ONLINE SILENT AUCTION

AUCTION ACTION

The NATA Foundation's annual Silent Auction is a key fundraising event that enables us to raise the funds necessary to support our programs and initiatives. Consider becoming an event sponsor and enjoy enhanced visibility before, during, and after the event.

WHAT

An online silent auction featuring over 75 items, including unique memorabilia, stunning art, professional development opportunities, athletic training modalities, exclusive experiences, and much more!

WHEN

The auction runs sometime in Oct/Nov each year

WHO

Open to everyone

WHY

This event is crucial for raising funds to support our mission and advance the athletic training profession through research and education.

PLATFORM

Online (accessible from anywhere with an internet connection)

SPONSORSHIP LEVELS

\$5,000

*Presenting
Sponsor*

\$2,000

*Gold
Sponsor*

\$1,000

*Silver
Sponsor*

\$500

*Bronze
Sponsor*

IN-KIND

*Donate
An Item*

OTHER SUPPORT

“THE GROUNDWORK” NEWSLETTER

HELP SPREAD THE NEWS

The NATA Foundation's Groundwork is a monthly newsletter showcasing the impact of donor contributions to the athletic training profession. Delivered to over 25,000 athletic trainers, each edition features program updates, celebrates achievements, and provides details on upcoming events and deadlines, highlighting the positive changes made possible by their support. Through these insights, readers can see the vital work being accomplished and the positive changes being fostered by their generous support.

BENEFITS

- **Name/Company logo** on top of each issue of “The Groundwork”
- **Company** will be referred to as “The Groundwork’s” presenting sponsor in all newsletter mentions during sponsorship period
- **Name/company logo** on “The Groundwork’s” page of the NATA Foundation website during sponsorship period
- Sponsorship mentioned on any future social media communication regarding the “The Groundwork” during sponsorship period

\$4,000 GIFT

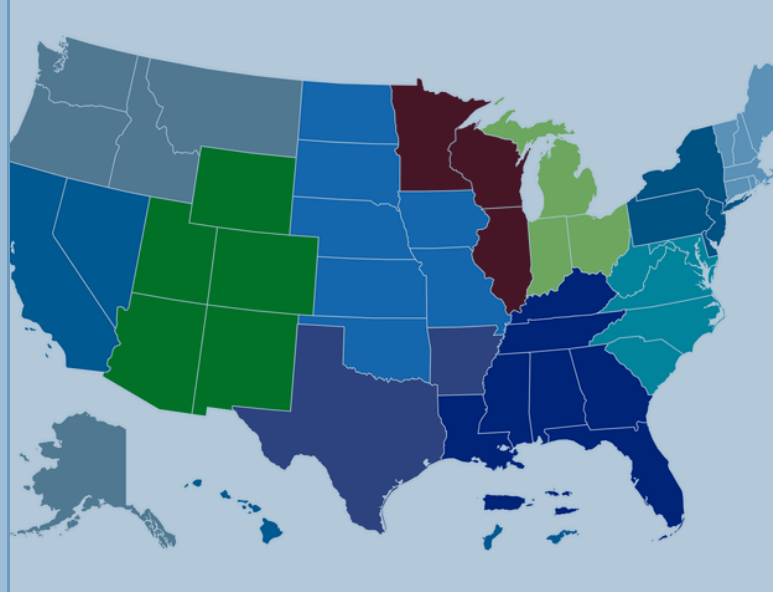


*Names the Presenting
Sponsor for 12 months*

OTHER SUPPORT

DISTRICT EVENT SPONSORSHIPS

Support us at the district level by sponsoring district events; we can provide a list of district directors and their contact information upon request.



MATCHING GIFTS

Help us maximize our fundraising efforts by matching donations. Your generous sponsorship will encourage others to give, knowing their contributions will be doubled, thereby increasing the resources available to support our programs and services.



GENERAL SPONSORSHIPS

VIP \$50,000+

EXECUTIVE \$25,000- \$50,000

PREMIUM Up to \$25,000

***Fully customized sponsorship opportunities





THANK YOU

*For more information or to discuss a customized package,
please contact:*

Development Manager

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NATA
RESEARCH &
EDUCATION
FOUNDATION

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