



**2021 NCCAA Conference**  
**Sponsorship Packages**  
**May 11-14**  
*“Equity Starts Here”*

**Elite**  
**Change**  
**Agent**

**Premier**

**Diamond**

**Gold**

**Silver**

INVESTMENT	\$25,000	\$15,000	\$10,000	\$5,000	\$2,000
<i>Your investment will grant access to North Carolina Community Action Association (NCCAA) agencies, community partners, and stakeholders through company links on the NCCAA website and the following benefits.</i>					
Company name/logo listed as a Sponsor for the Annual conference	✓	✓	✓	✓	✓
30-40 Second Commercial Break (video) between sessions	1 per break	1 per break	2x/day	2x/day	1x/day
Promotional materials included in Tote Bag/Folder mailed to attendees prior to the conference	✓	✓	✓	✓	✓
Company promoted as a sponsor on NCCAA social networks	✓	✓	✓	✓	✓
Company name/logo included in the event app or conference program (payment and logo due by April 20th)	✓	✓	✓	✓	✓
Company name/logo on pre- and post- event emails	✓	✓	✓	✓	✓
Company name listed as a sponsor in May monthly digital publication, NC Empowered (Distribution: 3,000+)	✓	✓	✓	✓	✓
Company promoted in audio/visual during the event	✓	✓	✓	✓	✓
Company name, URL on conference webpage	✓	✓	✓	✓	✓
Verbal recognition from podium during Opening/Closing events	✓	✓	✓	✓	✓
Affiliate NCCAA membership	✓	✓	✓	✓	
Company listed as an NCCAA event sponsor on the registration webpage	✓	✓	✓	✓	✓
Social media posts (pre- and post-conference)	6x	6x	4x	4x	2x
Advertisement in conference program	Center	Full Page	Full Page	½ page	½ page
Complimentary virtual exhibitor booth	✓	✓	✓	✓	
Complimentary delegate registrations	3x	2x	1x	1x	
Recognition in Event e-communications/company profile on website	✓	✓	✓		
Chat Box Shout-Outs	1 per break	1 per break	2x/day	2x/day	1x/day
One <i>educational</i> article in May NC Empowerment e-newsletter (payment/article due by April 20th)	✓	✓			
Dedicated pre-conference email forwarded to attendees	✓	✓			
Advanced list of attendees with contact information	✓	✓	✓		
Remarks at a General Session (Thurs., May. 13 <sup>th</sup> – 3 minutes)	✓	✓			
Introduction of a conference speaker with opportunity for a 30-second elevator pitch about your company	✓				
Remarks at Opening Session (Tues., May 12 <sup>th</sup> – 3 minutes)	✓				



Check all that apply	2021 NCCAA Add-On Sponsorship Opportunities	Member/ Non-member
	<b>Full Page, Full Color Ad</b> (8 ½ x 11) in Digital Conference Program	\$ 500/700
	<b>1/2 Page, Full Color Ad</b> (7 -3/4 x 5) in the Digital Conference Program	\$ 400/500
	<b>1/4 Page, Full Color Ad</b> (3-3/4 x 5) in the Digital Conference Program	\$300/400
	<b>Inside Front Cover, Full Color Ad</b> in Digital Conference Program	\$1200/1500
	<b>Digital Inside Back, Full Color Cover Ad</b> in Digital Conference Program	\$1200/1500
	<b>Meal Kit</b> Company provided vouchers/coupons for meal of choice for attendees.	\$5,000/6000
	<b>Event/Speaker Sponsorship – Awards Program, Opening/Closing session</b> Introduction of a conference speaker with opportunity for a 30-second elevator pitch about your company ( <i>choose one session</i> ).	\$ 2500/3000
	<b>Product Demonstration</b> Schedule a 15-minute breakout session to demonstrate your product immediately following the last session of the day ( <i>1 per day/ limit 3</i> ).	\$ 2500/3000
	<b>Social Media Recognition</b> Company promoted as a sponsor on NCCAA social networks ( <i>4x, pre-/post</i> ); Distribution: 3,000+.	\$1500/1600
	<b>Conference Tote Bag</b> Company name/logo featured on tote bag/folder mailed to all conference attendees.	\$1000/1200
	<b>Commercial Break</b> 30-40 Second Commercial Break (video)/Company Promo between sessions ( <i>2x/day</i> ).	\$1000/1200
	<b>Pen or Mask Sponsor (1)</b> Your company/agency name will be featured on ink pens or masks mailed in advance to all participants and listed in the digital program. ( <i>choose one</i> ).	\$800/\$900
	<b>Virtual Exhibitor</b> Exhibitor company webpage linked to conference webpage. Company name/logo listed as Exhibitor in marketing materials, ½ page digital ad in conference program and displayed 1x per day during break between sessions. Attendee list with contacts.	\$600/700
	<b>Virtual Exhibitor Engagement Option</b> Personalized company webpage developed and linked to conference webpage with contacts, special offers, discounted services, invitations, video, prize drawings, etc. Page redirects attendees to company site.	\$500/\$600
	<b>Email Send</b> One dedicated pre-conference email blast forwarded from NCCAA to attendees– 1pg.	\$500/600
	<b>Branded Product</b> Light weight promotional flyer/materials - coupons, vouchers, free trial and or swag - hand sanitizers, etc. provided by sponsor for tote bag/folder mailed to attendees.	\$500/600

NAME/TITLE: \_\_\_\_\_ TEL: \_\_\_\_\_

AGENCY: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ DATE: \_\_\_\_\_

SPONSORSHIP LEVEL/OPPORTUNITIES: \_\_\_\_\_

PLEASE CUSTOMIZE: \_\_\_\_\_ Payment: \_\_\_\_\_ Check \_\_\_\_\_ Charge Card \_\_\_\_\_