



Sponsorship, Exhibit and Advertising Opportunities

The national **Community Action Partnership (the Partnership)** is the nonprofit, national membership organization representing the interests of the 1,000+ Community Action Agencies (CAAs) and State Associations across the country that annually help nearly 16 million low-income Americans achieve economic security. Whether it's a Head Start program, weatherization, job training, housing, food access, energy assistance, financial education, or any of the other 40+ distinct programs, Community Action works to make America a better place to live.

Annual Convention

The Partnership's **Annual Convention** is the largest gathering of regional, state, and local Community Action Agencies in the United States, drawing **more than 1,000 attendees** each year. We are at the table with more partners than ever before and our network continues to be at the forefront of program and community development. During this Convention we will come together to showcase our strengths, strategies, and achievements. We'll also share our best practices in management, program implementation, and capacity building. There is change ahead of us—for the better—as Community Action evolves, reinvents, and continues to achieve excellence.

Sponsorship Opportunities

Why Sponsor?

Extend your brand identity and marketing capabilities with a strong and visible presence at the national Community Action Partnership's Annual Convention. Take advantage of the opportunity to tie your brand identity not only to the Partnership, but also to the culture of innovation and excellence that is cultivated at this event. Consider sponsoring individual events or items – the Partnership can also customize a unique sponsorship package just for your organization!

The Partnership's Annual Convention is a capacity-building opportunity unmatched anywhere else. Presented by and for professionals who truly understand the potential of Community Action and the challenges they face, this event provides relevant and unmatched information, training, and technical assistance.

GOLD SPONSOR - \$25,000

Benefits

- Exhibit Space—**Premium Corner Booth**
- Two (2) Complimentary Convention Registrations
- Podium Recognition By The Partnership CEO
- Remarks To All Attendees During A General Session (10 minutes)
- Logo Placement On Digital Signage In Grand Ballroom
- Promotional Materials Or Giveaways Placed In Convention Tote Bag
- Logo Placement On Select Convention Signage
- Ability To Place Materials At Opening Breakfast Place Settings
- Sponsor Spotlight In The Awards Gala Program
- Meet And Greet Reception With CEO
- Affiliate Membership
- Company Logo Featured In Partnership Enewsletter (4 months)
- Company Logo Featured On Partnership Website Home Page (4 months)
- Marketing & Promotions Via Social Media Campaign

SILVER SPONSOR: \$10,000

Benefits

- Exhibit Space—Double Booth
- One (1) Complimentary Convention Registration
- Podium Recognition By The Partnership CEO
- Logo Placement On Digital Signage In Grand Ballroom
- Promotional Materials Or Giveaways Placed In Convention Tote Bag
- Company Logo On Select Convention Signage
- Meet And Greet Reception With CEO
- Affiliate Membership
- Company Logo Featured In Partnership Enewsletter (2 months)
- Marketing & Promotions Via Twitter Campaign

COPPER SPONSOR: \$5,000

Benefits

- Exhibit Space—Standard Booth
- Podium Recognition By The Partnership CEO
- Logo Placement On Digital Signage In Grand Ballroom
- Company Logo On Select Convention Signage
- Meet And Greet Reception With CEO
- Affiliate Membership
- Marketing & Promotions Via Twitter Campaign





Benefits of Sponsorship Comparison Chart

	Copper Sponsorship (\$5,000)	Silver Sponsorship (\$10,000)	Gold Sponsorship (\$25,000)
Marketing & promotions via social media campaign	X	X	X
Exhibit Space	X	X	X
Convention Registration		X	X
Company logo on select convention signage	X	X	X
Meet and Greet Reception with the Partnership's CEO	X	X	X
Podium recognition by the Partnership CEO	X	X	X
Affiliate Membership	X	X	X
Promotional Materials or Giveaways placed in Convention Tote Bag		X	X
Logo placement on digital signage in Grand Ballroom	X	X	X
Company logo featured in Partnership eNewsletter		X	X
Company logo featured on Partnership website			X
Remarks to all attendees during a General Session			X
Ability to place materials at Opening Breakfast place setting			X
Notice in Awards Gala Program			X

Exhibitor Opportunities

The **Exhibit Hall** is a hub of activity where event attendees come to get insight on products, programs, and service that will enhance their efforts to fight poverty on the local and state level. The Exhibit Hall will be information central and you'll want to be on hand to distribute materials, conduct product demonstrations, and meet one-on-one with convention participants!

Why Exhibit?

Exhibit because you'll be talking to the right people! Our events offer you the chance to discuss your products and services with the actual decision makers from the agencies and organizations in our Network. The attendees administer programs that spend *billions of dollars* in the fight to reduce poverty in the United States. These programs include weatherization, community economic development, housing, transportation, literacy, food programs, Head Start and early childhood, and much more. **See Registration Form for exhibitor options and pricing.**

Exhibitor Benefits

- Attend a special Meet and Greet reception with the Partnership CEO
- Access to workshops and general sessions, including the Opening Breakfast
- Access to the Community Action national directory
- Listing in the Annual Convention App
- All 8 x 10 carpeted booths include skirted table, **one chair (1)**, waste basket, and sign

ANNUAL CONVENTION	
<u>EXHIBIT HALL HOURS</u>	
<i>Tuesday, August 27th</i>	
8:00 AM – 10:00 AM	Set Up
10:00 AM – 6:00 PM	Open
<i>Wednesday, August 28th</i>	
7:00 AM – 5:00 PM	Open
<i>Thursday, August 29th</i>	
7:00 AM – 2:00 PM	Open
2:00 PM – 3:00 PM	Teardown



Exhibit Hall

Advertisement Opportunities

Advertisements are another way you can extend your brand identity and marketing capabilities with a strong presence at the national Community Action Partnership's Management and Leadership Training Conference and Annual Convention.

Why Advertise?

Take advantage of the opportunity to tie your brand identity not only to the Partnership, but also to the culture of innovation and excellence that is cultivated at this event. **See Registration Form for pricing.**

Attendee Tote *(First Come, First Served)*

The ultimate walking billboard! Let your target audience advertise for you during and long after the close of our event. Maximize your visibility by having your logo placed prominently on the event tote bag. Your company's name and logo will appear on the front of the bag, along with the NCAP logo—a favorite take-home item that will be used for years to come!

Attendee Notebook *(First Come, First Served)*

Here's another opportunity to let your target audience advertise for you during and long after the close of the event. Maximize your visibility by advertising on the event notebook. Your company's name and logo will appear prominently on the front of the notebook.

Attendee Tote Insert

Put your name right in the attendees' hands! Flyer or postcard will be placed in the bag for each attendee.

General Session Large Screen Display

Be the topic of discussion as attendees gather for engaging general sessions by having your logo and short message featured during a general session.

Push Notification in Event App *(Limited Quantity)*

Reach attendees instantly with a pushed alert! Send an alert to invite attendees to your booth to generate traffic, promote a booth giveaway or product demo.

Program Book Ad

Advertising in our program book is an effective way to show support for the Partnership and Community Action while gaining valuable exposure in the Community Action network.



Registration Form for Sponsors, Exhibitors and Advertisers

SPONSORSHIP	EXHIBITOR	ADVERTISEMENT
<p><input type="checkbox"/> Gold Level \$25,000</p> <p><input type="checkbox"/> Silver Level: \$10,000</p> <p><input type="checkbox"/> Copper Level: \$5,000</p> <p>If you would like to talk with us about sponsorships at an alternate level, please contact Denise Harlow, CEO, at dharlow@communityactionpartnership.com</p> <p>The Partnership greatly values all sponsors as well as corporate and nonprofit partners. Please see descriptions of the different sponsor levels in the brochure. We can also create customized packages.</p> <p>Total Sponsorship \$ _____</p>	<p><input type="checkbox"/> 8' x 10' Standard Booth</p> <p style="padding-left: 40px;">Preferred/Member \$1,100</p> <p style="padding-left: 40px;">Non-member \$1,300</p> <p><input type="checkbox"/> 8' x 10' Double Booth</p> <p style="padding-left: 40px;">Preferred/Member \$1,800</p> <p style="padding-left: 40px;">Non-member \$2,000</p> <p><input type="checkbox"/> 8' x 10' Premium Corner Booth</p> <p style="padding-left: 40px;">Preferred/Member \$2,300</p> <p style="padding-left: 40px;">Non-member \$2,600</p> <p>Total Exhibitor \$ _____</p> <p style="text-align: center; color: red; font-weight: bold;">DEADLINE DATE: JUNE 28, 2019</p>	<p><input type="checkbox"/> Attendee Tote Bag \$8,000 <i>(First Come, First Served)</i></p> <p><input type="checkbox"/> Attendee Notebook \$6,000 <i>(First Come, First Served)</i></p> <p><input type="checkbox"/> Convention Tote Insert \$500 <i>(Postcard or Flyer)</i></p> <p><input type="checkbox"/> General Session Large Screen Display \$450 <i>(Limited Availability)</i></p> <p><input type="checkbox"/> Push Notification in Event App \$350 <i>(Limited Availability)</i></p> <p><input type="checkbox"/> Program Book Ad</p> <p style="padding-left: 40px;">Inside Front Cover \$2,000</p> <p style="padding-left: 40px;">Inside Back Cover \$1,700</p> <p style="padding-left: 40px;">Back Cover \$2,000</p> <p style="padding-left: 40px;">Full Page \$1,300</p> <p style="padding-left: 40px;">Half Page \$850</p> <p style="padding-left: 40px;">Quarter Page \$650</p> <p><input type="checkbox"/> Combo Package -\$150 <i>(Combine a booth and any item above and receive a \$150 discount)</i></p> <p>Submit logos/signage electronically as press quality PDF's to Sranda Watkins, swatkins@communityactionpartnership.com</p> <p>Total Advertiser \$ _____</p>

EXHIBITOR INFORMATION

Company/Organization: _____

Address: _____ City _____ State _____ Zip _____

Company/Organization Name on Signage: _____

Exhibitor #1 Name: _____ Title: _____

Exhibitor #1 Email: _____ Phone: _____

Exhibitor #2 Name: _____ Title: _____

Exhibitor #2 Email: _____ Phone: _____

Payment Method: Visa Mastercard American Express Discovery

Card # _____ Expiration Date: _____

Name on Card: _____

Company: _____

Signature: _____ Date: _____

Submit form with payment by JUNE 28, 2019 to:
Sranda Watkins, swatkins@communityactionpartnership.com
EXHIBIT BOOTH RESERVATIONS AND ADS ARE DUE JUNE 28, 2019