



## Sponsorship 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**

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### ***Benefits***

- Facebook Live (15 minutes)
- Pre-Recorded Commercial Spot (15-30 seconds)
- General Session Recognition by The Partnership CEO
- Remarks to All Attendees During A General Session (2-5 minutes)
- Logo Placement on Intro Signage during General Sessions (Virtual)
- Push Notification in Convention App
- Promotional Materials or Giveaways Placed in Convention Tote Bag
- Full page ad in Program Book
- Spotlight in The Awards Gala Program
- Affiliate Membership
- Company Logo Featured in Partnership eNewsletter
- Company Logo Featured on Partnership Website Home Page (4 months)
- Marketing & Promotions Via Social Media Campaign

## **SILVER SPONSOR: \$10,000**

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### ***Benefits***

- Pre-Recorded Commercial Spot (15-30 seconds)
- General Session Recognition by The Partnership CEO
- Logo Placement on Intro Signage during General Sessions (Virtual)
- Promotional Materials or Giveaways Placed in Convention Tote Bag
- Push Notification in Convention App
- Affiliate Membership
- Company Logo Featured in Partnership eNewsletter
- Marketing & Promotions Via Twitter Campaign

## **COPPER SPONSOR: \$5,000**

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### ***Benefits***

- General Session Recognition by The Partnership CEO
- Logo Placement on Digital Signage during General Sessions (Virtual)
- Push Notification in Convention App
- Affiliate Membership
- Company Logo Featured in Partnership eNewsletter
- Marketing & Promotions Via Twitter Campaign



## Benefits of Sponsorship Comparison Chart

	Copper Sponsorship (\$5,000)	Silver Sponsorship (\$10,000)	Gold Sponsorship (\$25,000)
15 to 30-Second Commercial (Pre-Recorded)		X	X
15-Minute Facebook Live			X
Marketing & promotions via social media campaign	X	X	X
Push Notification in convention App	X	X	X
General session recognition by the Partnership CEO	X	X	X
Affiliate Membership	X	X	X
Promotional Materials or Giveaways placed in Convention Tote Bag (Mailed to all registrants)		X	X
Logo placement on digital signage in general session	X	X	X
Company logo featured in Partnership eNewsletter	X	X	X
Company logo featured on Partnership website			X
Notice in Awards Gala Program			X

## 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 pricing overview on the next page.**

#### 15-30 Second Commercial Spot (Pre-Recorded and Limited Quantity)

Create a custom message for convention attendees to be shared at the start of a general session.

#### 15-Minute Facebook Live (Limited Quantity)

Live stream video is *the* way to connect with an audience in today's marketplace. Engage your audience in real-time.

#### Attendee Tote Insert

Put your name right in the attendees' hands! Promotional Material or give-a-way will be placed in the bag for each attendee.,

#### General Session Logo Display

Be the topic of discussion as attendees gather virtually 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 Rates for Sponsors and Advertisers

SPONSORSHIP	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 <b>talk with us about sponsorships at an alternate level</b>, please contact Denise Harlow, CEO, at <a href="mailto:dharlow@communityactionpartnership.com">dharlow@communityactionpartnership.com</a></p> <p><i>The Partnership greatly values all sponsors as well as corporate and nonprofit partners. Please see descriptions of the different sponsor levels on the previous pages.</i></p> <p style="text-align: center;"><b>We can also create customized sponsorship packages.</b></p> <p style="text-align: right;"><b>Total Sponsorship Fee Due \$ _____</b></p>	<p><input type="checkbox"/> Push Notification in Event App                 \$350 <i>(Limited Availability)</i></p> <p><input type="checkbox"/> General Session Logo                             \$450 <i>(Limited Availability)</i></p> <p><input type="checkbox"/> Convention Tote Insert                             \$500 <i>(Promotional material or Item)</i></p> <p><input type="checkbox"/> Commercial Spot                                     \$1,700</p> <p><input type="checkbox"/> Facebook Live   \$2,000</p> <p><input type="checkbox"/> Program Book Ad <i>(Please check one)</i></p> <p style="padding-left: 20px;">— Quarter Page                                     \$650</p> <p style="padding-left: 20px;">— Half Page   \$850</p> <p style="padding-left: 20px;">— Full Page   \$1,300</p> <p style="padding-left: 20px;">— Inside Back Cover                                 \$1,700</p> <p style="padding-left: 20px;">— Inside Front Cover                                 \$2,000</p> <p>Submit logos/signage electronically as press quality PDF's to the below email address: <a href="mailto:registration@communityactionpartnership.com">registration@communityactionpartnership.com</a></p> <p style="text-align: center;"><b>Deadline: July 20th</b></p> <p style="text-align: right;"><b>Total Ad Fee Due \$ _____</b></p>

[Click Here](#) to Register and Submit Payment by **JULY 20, 2020**

Questions? Contact Us Today: [registration@communityactionpartnership.com](mailto:registration@communityactionpartnership.com)

**ADS & LOGOS DUE JULY 20, 2020**