



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. This year's virtual Convention will convene **more than 600 attendees** from across the nation. Community Action continues to be at the table with a significant number of partners as well as 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

- **New!** Virtual Exhibit Booth
- 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

Benefits

- **New!** Virtual Exhibit Booth
- 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

Benefits

- **New!** Virtual Exhibit Booth
- 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
New! Virtual Exhibit Booth	X	X	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 & Exhibit 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.**

NEW! Virtual Exhibit Booth

Customize your interactive booth with videos, banners, and brochures. Use the exhibitor to attendee chat feature to schedule one-on-one meetings. Receive analytics on attendee views. Of note, the Partnership will be using gamification with prizes to drive folks to the exhibit hall.

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 attendee tote bag. Promotional Material or give-a-way will be placed in the bag for each attendee.

NO LONGER AVAILABLE

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 network. Providing valuable exposure in the Community Action network.

NO LONGER AVAILABLE



Registration Rates for Sponsors and Advertisers

SPONSORSHIP	ADVERTISEMENT & EXHIBIT
<ul style="list-style-type: none"> <input type="checkbox"/> Gold Level \$25,000 <input type="checkbox"/> Silver Level: \$10,000 <input type="checkbox"/> Copper Level: \$5,000 <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><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><i>We can also create customized sponsorship packages.</i></p> <p style="text-align: right; margin-top: 20px;">Total Sponsorship Fee Due \$ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Push Notification in Event App (Limited Availability) \$350 <input type="checkbox"/> General Session Logo (Limited Availability) \$450 <input type="checkbox"/> Tote (Promotional Material or Item) \$500 <input type="checkbox"/> NEW! Exhibit Booth \$900 <input type="checkbox"/> Commercial Spot \$1,700 <input type="checkbox"/> Facebook Live \$2,000 <input type="checkbox"/> Program Book Ad (Please check one) <ul style="list-style-type: none"> — Quarter Page \$1,300 — Half Page \$1,700 — Full Page \$2,000 — Front Cover \$2,000 <p>Submit logos/signage electronically as press quality PDF's to the below email address:</p> <p style="text-align: center;">registration@communityactionpartnership.com</p> <p style="text-align: center;">New! Deadline: August 18th</p> <p style="text-align: right; margin-top: 20px;">Total Fee Due \$ _____</p>

[Click Here](#) to Register and Submit Payment by **COB August 18, 2020**

Questions? Contact Us Today: registration@communityactionpartnership.com