

Sponsorship Packet

2019 NASW-Michigan Annual Conference

SOCIAL WORK
ELEVATE

Veterans Affairs Medical Center • Battle Creek, Michigan
September 26 – 28, 2019

2019 NASW-Michigan Annual Conference

Meet hundreds of social workers at this once-a-year opportunity! It is the *most important event in the state* for anyone who provides social services or works with social workers. The 2019 National Association of Social Workers - Michigan Chapter Annual Conference makes it easy for you to receive name recognition and place product information in front of the right audience. Let NASW-Michigan bring that audience to you.

Who sponsors this event?

The National Association of Social Workers (NASW), founded in 1955, is the largest organization of professional social workers in the world, with more than 120,000 members in 56 chapters. The Michigan Chapter—with nearly 6,000 members—is the largest professional social work organization in the state and represents social workers in every area of practice. NASW is committed to advancing professional social work practice and the profession and to promoting human rights, social and economic justice, and full access to services for everyone. Its members work in hospitals and other health care settings, community agencies, government, academia, business, nursing homes, schools, adoption, clinical private practice, public service, and more!

Who attends?

NASW-Michigan's Annual Conference attracts professional social workers, social work students, and faculty from across Michigan and neighboring states. Social workers learn from the professional programs and talk with exhibitors about the latest in products, services, and job opportunities.

Why exhibit?

NASW-Michigan's Annual Conference is a cost-effective way to reach potential customers, students, and future employees. You'll connect with qualified decision-makers and engage in direct communication that provides for an immediate exchange of information and questions.

Why Advertise?

NASW-Michigan's Annual Conference offers many advertising opportunities that will give your organization direct access. Advertising space is available in the conference brochure and on the online registration pages.

How does NASW-Michigan promote the conference?

The conference is aggressively promoted through direct mail and email to members of NASW-Michigan as well as other mailing lists of licensed social workers, counselors, and other related licensees. Other methods for promotion include social media and through our Board of Directors.

2019 NASW-Michigan Annual Conference
Elevate Social Work
Conference Schedule (subject to change)

Thursday, September 26th, 2019 (pre-conference)

*Thursday activities held at the Holiday Inn Battle Creek, 12812 Harper Village Drive
Battle Creek, MI 49014, <https://www.holidayinn.com/hotels/us/en/battle-creek>*

5:30 - 7:00 pm: Exhibitor Set Up/Registration

6:30 - 8:30 pm: Pre-conference Workshop [2 CEs to qualified attendees]

8:30 - 10:00 pm: Pre-conference Reception – Cash bar, hors d’oeuvres,
entertainment

Friday, September 27th, 2019 [6 CEs to qualified attendees]

*Friday conference activities held at the Veterans Affairs Medical Center, 5500
Armstrong Rd, Battle Creek, MI 49037*

6:00 - 7:30 am: Exhibitor Set Up

7:00 am: Attendee Registration Opens

8:15 am: Welcome and Announcements

8:30 - 10:00 am: Keynote Address

10:30 am - 12:00 pm: Workshops

12:00 - 1:30 pm: Lunch

1:30 - 3:00 pm: Workshops

3:15 - 4:45 pm: Workshops

5:30 - 7:30 pm: Social Event

Saturday, September 28th, 2019 [7 CEs to qualified attendees]

*Saturday conference activities held at the Veterans Affairs Medical Center, 5500
Armstrong Rd, Battle Creek, MI 49037*

6:30 am: Attendee Registration Opens

7:00 - 8:00 am: Early Bird Workshops

8:30 - 10:00 am: Plenary Session

10:30 am - 12:00 pm: Workshops

12:00 - 1:15 pm: Awards Luncheon

1:30 - 3:00 pm: Workshops

3:15 - 4:45 pm: Workshops

3:30-5:00pm: Exhibitor Breakdown

2019 NASW-Michigan Annual Conference
Elevate Social Work
Sponsorship Opportunities

Diamond Sponsor - \$7,500 (Exclusive level, only one available)

- Logo displayed as Diamond Sponsor at Keynote Address and Plenary Session
- Exclusive ability to speak at Conference Welcome
- Logo prominently displayed on canvas conference bags received by all conference attendees
- Logo featured on online conference registration pages and conference app
- Logo included in e-mail invitations to members
- Choice of exhibit space at conference
- Full page ad in Conference Brochure
- Listed as a Diamond Sponsor in Annual Conference issue of *The Bridge* newsletter
- Yearlong linked logo on NASW-Michigan's website homepage
- Four complimentary conference registrations
- Ability to include items in conference bags

Platinum Sponsor - \$5,000

- Logo displayed as Platinum Sponsor at Keynote Address and Plenary Session
- Logo on canvas conference bags received by all conference attendees
- Logo featured on online conference registration pages and conference app
- Logo included in e-mail invitations to members
- Choice of exhibit space at conference
- Full page ad in Conference Brochure
- Listed as Platinum Sponsor in Annual Conference issue of *The Bridge* newsletter
- Yearlong linked logo on NASW-Michigan's website homepage
- Three complimentary conference registrations
- Ability to include items in conference bags

Gold Sponsor - \$2,500

- Logo displayed as Gold Sponsor at Breakfast location
- Prominent exhibit location at conference
- Half page ad in Conference Brochure
- Listed as Gold Sponsor in Annual Conference issue of *The Bridge* newsletter
- Yearlong linked logo on NASW-Michigan's website homepage
- Two complimentary conference registrations

- Ability to include items in conference bags

Silver Sponsor - \$1,500

- Logo displayed as Silver Sponsor at Awards Luncheon
- Prominent exhibit location at conference
- Half page ad in Conference Brochure
- Listed as Silver Sponsor in Annual Conference issue of *The Bridge* newsletter
- One complimentary conference registration
- Ability to include items in conference bags

Bronze Sponsor - \$1,000

- Logo displayed as Bronze Sponsor at Pre-Conference Reception
- Prominent exhibit location at conference
- Half page ad in Conference Brochure
- Listed as Bronze Sponsor in Annual Conference issue of *The Bridge* newsletter
- Ability to include items in conference bags

Pewter Sponsor - \$750

- Logo displayed as Pewter Sponsor at Coffee Break
- Half page ad in Conference Brochure
- Listed as Pewter Sponsor in Annual Conference issue of *The Bridge* newsletter
- Ability to include items in conference bags

Exhibitor & Advertising Opportunities

Exhibitor Benefits

- 6-foot table in a high traffic area
- Listing in Conference Brochure exhibitor section
- Listing in May issue of *The Bridge* newsletter as exhibitor

Cost: \$300 For Profit • \$200 Nonprofit

Advertising Benefits

- **Advertisement in the Conference Brochure**
- Listing in May issue of *The Bridge* newsletter as Advertiser

Full Page Cost: \$500 For Profit • \$400 Nonprofit

Half Page Cost: \$300 For Profit • \$250 Nonprofit

Quarter Page Cost: \$175 For Profit • \$125 Nonprofit

**2019 NASW-Michigan Annual Conference
Elevate Social Work
Sponsorship, Exhibit or Advertising Reservation Form**

Deadline: August 1st, 2019

Submit to: NASW Michigan • 741 N Cedar St, Suite 100 • Lansing, MI • 48906 • Fax (517) 487-0675 • E-mail tmccarthy@nasw-michigan.org

Sponsorship (check desired level)

- Diamond Sponsor- \$7,500
- Platinum Sponsor- \$5,000
- Gold Sponsor- \$2,500
- Silver Sponsor- \$1,500
- Bronze Sponsor- \$1,000
- Pewter Sponsor- \$750

Exhibitor & Advertising (check all that apply)

Exhibiting: \$300 For Profit • \$200 Nonprofit

Full Page Advertisement: \$500 For Profit • \$400 Nonprofit

Half Page Cost: \$300 For Profit • \$250 Nonprofit

Quarter Page Cost: \$175 For Profit • \$125 Nonprofit

SPONSORSHIP CONTRACT

I hereby agree to become a Sponsor, exhibitor or advertiser with the 2019 NASW Annual Conference at the above level. I understand that I will receive a confirmation within seven (7) days of receipt of this signed contract and payment. I understand that my advertisement must be submitted by August 1, 2019 or it may be omitted from the program (pdf and jpeg files accepted). I accept the NASW-Michigan Exhibitor Policies (found at nasw-michigan.org/?Conference).

Signature of Authorized Representative

Date

(see reverse for payment information)

Sponsor Information:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Email: _____

Representative(s) Staffing the Exhibit *(for exhibitors only)*

Name 1: _____

Email 1: _____

Name 2: _____

Email 2: _____

Electrical outlet required for exhibit: Yes No _____ (\$35 additional charge)**Payment** *(Please make checks payable to: NASW-Michigan Chapter)*Credit Card Payment: Visa MasterCard

Cardholder Name: _____

Card Number: _____

Expiration Date: _____ 3-Digit Code: _____

Billing Statement Mailing Address: _____

Billing City: _____ Billing Zip: _____

Signature: _____

Please direct questions to: Tricia McCarthy • (517) 487-1548 x16 •
tmccarthy@nasw-michigan.org

*NASW-Michigan is a 501c(6), Membership Association. Donations made directly to NASW-Michigan are not tax deductible charitable gifts, although they may be deductible business expenses. **Charitable tax-deductible sponsorships for the 2019 Conference can be made through the NASW Foundation, a 501c(3) Non-profit Organization.** Please make your tax-deductible donation/sponsorship check to NASW Foundation. All other donations/sponsorship checks can be made out to NASW-Michigan Chapter.*

Donations/Sponsorship checks made to the NASW Foundation support specific conference expenses such as ASL Interpreters and educational materials. Additionally, as a 501c(3) Non-profit Organization, we cannot offer gifts, discounted conference registrations or other incentives to individuals or businesses donating to the NASW Foundation.