LEGISLATIVE EDUCATION & ADVOCACY DAY (LEAD)

"Elevating Equity"
The largest annual social work event in Michigan!

October 28, 2021

Sponsorship Opportunities
NASW-Michigan is committed to working across sectors and advocating policies, legislation, and programs that promote justice and racial justice. LEAD is a day-long conference that educates 600-1000 social workers from across the state on the most critical and current issues in the field.

We at NASW-Michigan want to think broadly and lay a vision for the future of social work. We want to reimagine this field, and continue to work towards the day when individuals and communities have equitable resources. One where policies, laws, and institutions do not exploit, oppress or further perpetuate harm. However, we cannot do this alone. LEAD is the way for us to come together as a field to educate, activate, and advocate.

All sessions throughout the day will focus on creating a more equitable society post COVID-19, combating voter nullification, reproductive rights, our role in political and legislative environments, and the future of the social work workforce. Due to the pandemic, we are also continuing to hold LEAD virtual, which we hope will also allow greater participation from all over the state.

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 110,000 members in 56 chapters. The Michigan Chapter—with more than 5,000 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?

LEAD 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 SPONSOR OR EXHIBIT?

LEAD is a cost-effective way to reach potential customers, students, and future employees, as well as to support the state’s 30,000 social workers and 6,500 students. You will connect with qualified decision-makers and engage in direct communication that provides for an immediate exchange of information and questions.
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SPONSORSHIP OPPORTUNITIES

LEAD CHAMPION - $4,000
- Acknowledgement during LEAD announcements
- Listing in The Bridge newsletter and on chapter website
- One conference app push to attendees
- Up to four complimentary conference registrations
- Virtual conference exhibit table (see below for details)
- 30-60 welcome video to be show during opening announcements
- Ability to include content in three chapter email blasts throughout the year (a reach of more than 5,000 social workers per email)
- One year of a linked banner image on the NASW-Michigan website homepage
- This sponsorship level includes a $500 donation to the Student Leadership in Diversity Scholarship Fund (funds one full scholarship)

TECHNOLOGY SPONSOR - $1,500
- Acknowledgement during LEAD announcements
- Listing in The Bridge newsletter and on chapter website
- Ability to include content in one chapter email blast throughout the year (a reach of more than 5,000 social workers)
- Up to two complimentary conference registrations
- Virtual conference exhibit table

ADVOCACY PARTNER - $500
- Acknowledgement during announcements
- Listing in The Bridge newsletter and on chapter website
- One complimentary conference registration
- Virtual conference exhibit table

RESOURCE & JOB FAIR EXHIBITOR OPPORTUNITIES

This year’s LEAD for the first time will feature a virtual career and resource fair at the end of the day, with a full hour devoted to sharing our exhibitors services and job opportunities! We hope that this will provide organizations and schools the opportunity to share their resources, services, and volunteer and career opportunities.

EXHIBITOR TABLE - $100
- Listing on the exhibitor section of the conference platform, which will be viewable throughout the day
  - Ability to include up to two handouts
  - May include a video message (or standing image/graphic)
  - Ability for attendees to submit their contact information for further information or follow up
- A live virtual exhibitor booth from 4:30-5:30pm where you can interact directly with conference attendees
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SECURE YOUR SPOT TODAY!

To secure your sponsorship or exhibitor space please visit www.nasw-michigan.org/event/LEAD2021 and choose your sponsor level.

After completing your sponsorship payment, a NASW-Michigan staff member will reach out to secure your artwork (logo), handouts, or any other materials required for the event.

Please direct questions to Tricia McCarthy at (517) 487-1548 x16 or tmccarthy.naswmi@socialworkers.org.

LEAD SCHEDULE
(SUBJECT TO CHANGE)

THURSDAY, OCTOBER 28, 2021
[6.5 CES AVAILABLE TO QUALIFIED ATTENDEES]

- 9-9:30am. Welcome & Announcements
- 9:30-10:30am. Morning Keynote (1 CE)
- 10:40am-12pm. Breakouts #1 (1.5 CEs)
- 12-12:30pm. Speed Networking/Exhibitor Break
- 12:30-1:50pm. Afternoon Keynote (1.5 CEs)
- 2-3:20pm. Breakouts #2 (1.5 CEs)
- 3:30-4:30pm. Closing Keynote (1 CE)
- 4:30-5:30pm. Virtual Career & Resource Fair

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 2021 LEAD 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.