

NASW-CA PARTNERSHIP KIT:

M A C R O

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ABOUT NASW-CA



As the nation's largest group of health and human service providers, NASW members are trained professionals who have bachelors, masters, and/or doctoral degrees in social work from national accredited programs. We also reflect a meaningful population of other allied professionals who similarly serve and support in:

- **Behavioral Health**
- **Advocacy**
- **Community-based roles**

Members work to serve and support communities and individuals, and address **social and psychological needs** as varied as:

- Substance Abuse
- Family and Relationship Issues
- Workplace Tensions
- Health Care Issues
- Disabilities
- Mental Illness
- Inadequate Housing
- Poverty
- Violence

They practice in a wide variety of settings (selectable) including: family services agencies, community mental health centers, child welfare, private practice, schools, hospitals, for-profit businesses, skilled nursing facilities, courts, prisons, and other public and private agencies.

NASW-CA is a non-profit 501(c)6 association representing California's social worker field and is the largest chapter of NASW's 55 chapters and is proud to represent the voices of approximately 9,000 members and over 75,000 social workers in the state.

NASW-CA PARTNERSHIP



EXPLORING A COLLABORATIVE PARTNERSHIP is the first step to yours and/or your organization's movement to support social justice and its warriors. NASW-CA is a proponent not just of the field of social work but also the historically marginalized communities we serve every day on the frontlines. Partner sponsorships will allow your organization to enhance your relationships with over 9,000 NASW-CA members, over 1,000 social work practice-based organizations, and provide opportunities for conversations with California's leading advocacy champions who are also, through prudent and diligent social work training, experts of practices in diversity, equity, and inclusion. As an affiliate Partner, you will have the opportunity to channel your resources and products through an annual sponsorship with NASW-CA networks.

DEPENDING ON THE TIER OF CHOICE, BENEFITS WILL INCLUDE:

- Event Presentations
- Premier Booth Opportunity
- Keynote Address
- Branded Product/Item at Registration Desks
- Logo and Acknowledgement in Program Brochure and high-traffic Websites
- Social Media Spotlight Posting
- Email Banner Placement with Link to Company/Organization Website
- Advertisement in NASW-CA's email newsletter, *Social Work Voice*, with active Link to Company/Organization Website

OPPORTUNITIES - MACRO



MACRO PARTNER BENEFIT PLAN

\$ 12,500 Annual

- **Events**

- **2022 Annual Conference | Virtual | October 14 & 21 2022**

2022 event is entirely virtual. 2023 Annual Conference is projected to be held in a hybrid format. Please select what format you are interested in participating as a Partner. Video and workshop session time will be determined and provided by the event planning committee. Approximately 500 attendees annually.

- **In-Person Partner Benefits**

- 6' table with 2 free representatives
- **EXCLUSIVE: Workshop or Break Session Presentation (30 min max)**
- Keynote Address Sponsor
- Social Work Branded Item Provided at Registration Desk
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

- **Virtual Partner Benefits**

- 30 second video provided virtually during event
- **EXCLUSIVE Workshop or Break Session Presentation (30min max)**
- Keynote Address Sponsor
- Rotating NASW-CA homepage banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

- **2023 Legislative Lobby Days (LLD) | In-Person | April 16-17, 2023**

2023 LLD is projected to be held in-person. Approximately 1,300 attendees annually.

- **In-Person Partner Benefits**

- 6' table with 2 free representatives
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

OPPORTUNITIES - MACRO



○ **2023 Macro Symposium | Hybrid | May TBD**

2023 Macro Symposium is projected to be held in a hybrid format. Please select what format you are interested in participating as a Partner. Video time will be determined and provided by the event planning committee. Approximately 150 attendees annually.

• **In-Person Partner Benefits**

- 6' table with 2 free representatives
- Keynote Address Sponsor
- Macro Branded Item Provided at Registration Desk
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

• **Virtual Partner Benefits**

- 30 second video provided virtually during event
- Keynote Address Sponsor
- Rotating NASW-CA homepage banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

○ **2023 Social Workers L.E.A.D. | Virtual | August TBD**

2023 Social workers L.E.A.D. event is projected to be held virtually. Approximately 100 attendees annually.

▪ **Virtual Partner Benefits**

- Rotating NASW-CA Homepage Banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

OPPORTUNITIES - MACRO



- **Website**

- Prominent placement of organization/company logo on NASW-CA homepage for 6 months.

- **Social Media Benefits**

Posting includes partner graphic and related link. Posting will be the same across social media platforms with mild description modifications between platforms. Posting date specified by Partner. Disclaimer on all postings will include *Paid In Partnership with NASW-CA*.

- Posting on [Instagram](#) | 6,900+ followers
- Posting on [Twitter](#) | 1,200+ followers
- Posting on [Facebook](#) | 8,300+ friends
- Posting on [LinkedIn](#) | 10,000+ followers

- **Newsletter *Social Work Voice* Email**

25,500+ Subscribers

- Classified Advertisement Job Posting for 6 months. Posting may contain logo with article job description; limited to 150 words. Maximum of 2 different job postings. May not be posted simultaneously. Posting will be listed on www.naswcanews.org. Job posting will be listed within our *Social Work Voice* email newsletter for 6 months.
- Top-Email Banner (display ad) for 6 months
- One (1) Research Article. Research article must be related to how the partner is addressing a social work challenge, issue and/or related reform within the social work profession. Article will be in collaboration with NASW-CA. Research article will be accessible on www.naswcanews.org for up to 6 months.

OPPORTUNITIES - MEZZO



MEZZO PARTNER BENEFIT PLAN

\$9,000 Annual

- **Events**

- **2022 Annual Conference | Virtual | Oct 14 & 21 2022**

2022 event is entirely virtual. Video placement in the program will be determined and provided by the event planning committee. Approximately 500 attendees annually.

- **Virtual Partner Benefits**

- 30 second video provided virtually during event
- Rotating NASW-CA homepage banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

- **2023 Legislative Lobby Days (LLD) | In-person | April 16-17, 2023**

2023 LLD is projected to be held in-person. Approximately 1,300 attendees annually.

- **In-Person Partner Benefits**

- 6' table with 1 free representative
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

- **2023 Macro Symposium | Hybrid | May TBD**

2023 Macro Symposium is projected to be held in a hybrid format. Please select what format you are interested in participating as a Partner. Video time will be determined and provided by the event planning committee. Approximately 150 attendees annually.

OPPORTUNITIES - MEZZO



• In-Person Partner Benefits

- 6' table with 2 free representatives
- Keynote Address Sponsor
- Macro Branded Item Provided at Registration Desk
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

• Virtual Partner Benefits

- 30 second video provided virtually during event
- Keynote Address Sponsor
- Rotating NASW-CA homepage banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

◦ **2023 Social Workers L.E.A.D. | Virtual | August TBD**

2023 Social workers L.E.A.D. event is projected to be held virtually. Approximately 100 attendees annually.

▪ Virtual Partner Benefits

- Rotating NASW-CA Homepage Banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

• **Newsletter Social Work Voice Email**

25,500+ Subscribers

- Classified Advertisement Job Posting for 3 months. Posting may contain logo with article job description; limited to 150 words. Maximum of 1 job posting. Posting will be listed on www.naswcanews.org.
- Job posting will be listed within our *Social Work Voice* email newsletter for 3 months.
- Mid-Email Banner (display ad) for 3 months.
- One (1) Research Article. Research article must be related to how the partner is addressing a social work challenge, issue and/or related reform within the social work profession. Article will be in collaboration with NASW-CA. Research article will be accessible on www.naswcanews.org for up to 3 months.

OPPORTUNITIES - MICRO



MICRO PARTNER BENEFIT PLAN

\$5,500 Annual

- **Events**

- **2022 Annual Conference | Virtual | Oct 14 & 21 2022**

2022 event is entirely virtual. Video placement in the program will be determined and provided by the event planning committee. Approximately 500 attendees annually.

- **Virtual Partner Benefits**

- 30 second video provided virtually during event
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

- **2023 Legislative Lobby Days (LLD) | In-person | April 16-17, 2023**

2023 LLD is projected to be held in-person. Approximately 1300 attendees annually.

- **In-Person Partner Benefits**

- 6' table
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

- **2023 Macro Symposium | Hybrid | May TBD**

2023 Macro Symposium is projected to be held in a hybrid format. Please select what format you are interested in participating as a Partner. Approximately 150 attendees annually.

- **In-Person Partner Benefits**

- 6' table
- Logo and Acknowledgment in Program Brochure at the Event
- Logo and Website Link on Event Webpage

- **Virtual Partner Benefits**

- 30 second video provided virtually during event
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

OPPORTUNITIES - MICRO



- **2023 Social Workers L.E.A.D. | Virtual | August TBD**

2023 Social Workers L.E.A.D. event is projected to be held virtually. Approximately 100 attendees.

- **Virtual Partner Benefits**

- Rotating NASW-CA Homepage Banner
- Digital Program Brochure Acknowledgement
- Logo and Link Provided on Event Webpage

- **Newsletter *Social Work Voice* Email**

25,500+ Subscribers

- Classified Advertisement Job Posting for one (1) month. Posting may contain logo with article job description; limited to 150 words. Maximum of 1 job posting. Posting will be listed on www.naswcanews.org.
- Job posting will be listed within our *Social Work Voice* email newsletter for one (1) month.
- Bottom-Email Banner (display ad) for one (1) month.
- One (1) Research Article. Research article must be related to how the partner is addressing a social work challenge, issue and/or related reform within the social work profession. Article will be in collaboration with NASW-CA. Research article will be accessible on www.naswcanews.org for one (1) month.

PARTNERSHIP ADVERTISEMENT POLICIES



PARTNERSHIP TERMS OF AGREEMENT

PAYMENT TERMS: Partner Tiers are prepaid. Payment is due upon receipt of invoice. No cash discounts are provided. Payment from non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars, a money order in US dollars, or a Visa or MasterCard account.

RIGHT OF REFUSAL: NASW-CA reserves the right to refuse any partnership that violates any current or future written or unwritten policy of acceptability. NASW-CA reserves the right to refuse any advertisement via email for any reason. NASW-CA aims to showcase services that will be valuable to members, however showcasing services does not imply NASW-CA endorsement. NASW-CA is not liable for any action that occur as a result of utilizing external services.

PUBLISHER LIABILITY AND INDEMNITY: Guaranteed position is not available except for some year-round, long-term commitments. Liability for incorrectly printed or omitted advertising by Partner extends only to the cost of the advertising space. The Publisher (NASW-CA) shall not be liable for any failure to print, publish or circulate any or all portions of any issue containing an advertisement accepted by the Publisher if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the Publisher's control.

DISPLAY AD POLICY: Should the display ad require pixel resolution adjustments or retouching; Publisher design surcharges will be paid in full by the Partner.

PAYMENT LIABILITY. Partners cancelling placement after the submission deadline are liable for payment in full for the space reserved.

ISSUANCE AND SUBMISSION DEADLINE. Publication is provided online. Production ready advertisement content is due, no later than, the first of the month preceding publication.

CANCELLATIONS. All cancellations must be received in writing prior to the submission deadline (contact@naswca.org). If the contract is not fulfilled, the space purchased will be re-billed to the Partner at the dollar volume level actually incurred, according to the rate schedules in effect when the Partner's advertising was published.

ADVERTISEMENT BENEFIT ITEMS: To be developed in collaboration with NASW-CA.

COVID DISCLAIMER: Chapter conferences and events are projected to be held in the format listed above: hybrid, in-person or virtual. Should a covid surge develop in 2023, NASW-CA will convert the in-person options in the following areas:

- Exhibit Booths will be replaced with 30 second video provided virtually during events.
- Branded Registrations Desk Item can be replaced with rotating NASW-CA homepage banner.
- Program Brochure Print can be replaced with a digital program brochure.

☐ I understand.

If you have any questions concerning your benefits plan, please email contact@naswca.org.

AGREEMENT



Partner Agreement: Tier _____ for \$ _____. 00

APPLICATION

Company/Organization: _____

Contact, Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

PAYMENT LINK CAN BE FOUND BY [CLICKING HERE](#).

PARTNERSHIP MAIN CONTACT

Print Name: _____

Signature: _____ Date: _____

Billing Address (if different from contact information):

City, State, Zip: _____

Partner Agreement: Tier _____ for \$ _____. 00

MICRO
MEZZO
MACRO

PARTNERSHIP BENEFITS & INSERTION ORDER FORM

BENEFITS & CIRCULATION	Circulation	Attendance	MACRO 68,000 reach	MEZZO 53,000 reach	MICRO 27,500 reach
Events					
Annual Conference		500			
<i>IN-PERSON PARTNER</i>					
6' table with 2 free representatives			✓		
EXCLUSIVE: Workshop or Break Session Presentation (30 min max)			✓		
Keynote Address Sponsor			✓		
Social Work Branded Item Provided at Registration Desk			✓		
Logo and Acknowledgment in Program Brochure at the Event			✓		
Logo and Website Link on Event Webpage			✓		
<i>VIRTUAL PARTNER</i>					
30 second video provided virtually during event			✓	✓	✓
EXCLUSIVE: Workshop or Break Session Presentation (30 min max)			✓		
Keynote Address Sponsor			✓		
Rotating NASW-CA homepage banner			✓	✓	
Digital Program Brochure Acknowledgement			✓	✓	✓
Logo and Link Provided on Event Webpage			✓	✓	✓
Legislative Lobby Days (LLD)		1300			
<i>IN-PERSON PARTNER</i>					
6' table			with 2 free representatives	with 1 free representative	✓
Logo and Acknowledgment in Program Brochure at the Event			✓	✓	✓
Logo and Website Link on Event Webpage			✓	✓	✓

MICRO
MEZZO
MACRO

PARTNERSHIP BENEFITS & INSERTION ORDER FORM

Macro Symposium		150			
<i>IN-PERSON PARTNER</i>					
6' table			with 2 free representatives	with 1 free representative	✓
Keynote Address Sponsor			✓		
Macro Branded Item Provided at Registration Desk			✓	✓	
Logo and Acknowledgment in Program Brochure at the Event			✓	✓	✓
Logo and Website Link on Event Webpage			✓	✓	✓
<i>VIRTUAL PARTNER</i>					
30 second video provided virtually during event			✓	✓	✓
Keynote Address Sponsor			✓		
Rotating NASW-CA homepage banner			✓	✓	
Digital Program Brochure Acknowledgement			✓	✓	✓
Logo and Link Provided on Event Webpage			✓	✓	✓
Social Workers L.E.A.D		100			
<i>VIRTUAL PARTNER</i>					
Rotating NASW-CA Homepage Banner			✓	✓	✓
Digital Program Brochure Acknowledgement			✓	✓	✓
Logo and Link Provided on Event Webpage			✓	✓	✓
Website					
Prominent placement of organization/company logo on NASW-CA homepage for 6 months			✓		

PARTNERSHIP BENEFITS & INSERTION ORDER FORM

Social Media	26,000+				
Posting on Instagram	6,900+		✓		
Posting on Twitter	1,200+		✓		
Posting on Facebook	8,300+		✓		
Posting on LinkedIn	10,000+		✓		
Newsletter <i>Social Work Voice</i> Email	25,500+				
Classified Advertisement Job Posting			6 months	3 months	1 month
Top-Email Banner for 6 months			✓		
Mid-Email Banner for 3 months				✓	
Bottom-Email Banner for 1 month					✓
One (1) Research Article			✓	✓	✓

Partnership Benefit Cycles may either start on January 1 or July 1 annually.

- **Benefit Cycle 1:** January/December
- **Benefit Cycle 2:** July/June

PARTNERSHIP BENEFITS & INSERTION ORDER FORM

EMAIL

Post Job Opening: # of months _____

Please check the corresponding months of publishing your advertisement:

[illegible]

Banner: position _____ and # of months _____

Subject to availability. Some banners may not be available in certain months.

Website Link: _____ Top 3 Post Dates: _____

[illegible]

SOCIAL WORK VOICE EMAIL: # of months _____

[illegible]

ARTICLES: # of articles

[illegible]