Advertising Opportunities

- Exhibiting and Sponsorships
- Email Advertising
- Job Openings
- Mailing Lists
- NASW-NC Newsletter
# Conference Sponsorships

## Virtual Sponsorship Benefits

<table>
<thead>
<tr>
<th>Title</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze (Exhibitors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,000</td>
<td>$2500</td>
<td>$1600</td>
<td>$900</td>
<td>Non-profit $200</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Corporate $300</td>
</tr>
</tbody>
</table>

**Exclusive Opportunity!** 2 Spots 2 Spots 3 Spots Limited Availability

### BE VISIBLE

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit Hall Listing</td>
<td>60 days</td>
<td>60 days</td>
<td>60 days</td>
<td>60 days</td>
</tr>
<tr>
<td>Virtual Exhibit Hall Sponsorship (exclusive recognition as the sponsor of the virtual exhibit hall)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Name on Virtual Exhibit Hall and on conference registration page</td>
<td>Logo plus company profile</td>
<td>Logo plus company profile</td>
<td>Logo plus company profile</td>
<td>Logo only Company Name</td>
</tr>
<tr>
<td>Information included in Vendor Information Packet</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of NASW-NC logo for promoting your company at the conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### CONNECT WITH ATTENDEES

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal Shoutouts! Sponsor and exhibitor names mentioned before sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Conference Registration</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Email to Conference Attendees (sent from NASW-NC on behalf of company)</td>
<td>2 (1 Before and 1 After)</td>
<td>1 (1 Before or 1 After)</td>
<td>1 Before or After</td>
<td></td>
</tr>
<tr>
<td>Speaking Address to Attendees (video or we can read something for you)</td>
<td>3 min</td>
<td>2 min</td>
<td>1 min</td>
<td>1 min</td>
</tr>
<tr>
<td>Logo or name featured in all event promotional materials and on event registration thank you page</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name only</td>
</tr>
<tr>
<td>Company Profile or logo on conference rolling slides during the virtual conference</td>
<td>Company Profile</td>
<td>Company Profile</td>
<td>Company Profile</td>
<td>Logo Only Name only</td>
</tr>
</tbody>
</table>

### LEAVE AN IMPRESSION

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter Ad to membership</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NASW-NC Website Banner with clickable link</td>
<td>120 Days</td>
<td>90 Days</td>
<td>60 Days</td>
</tr>
<tr>
<td>E-newSWire Ad to Membership</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Free 30 day Job Posting(s) on NASW-NC Job Bank</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Local Region or Practice Area Emails</td>
<td>up to 5</td>
<td>up to 4</td>
<td>up to 3</td>
</tr>
</tbody>
</table>

Don’t wait! Sign up today!
Exhibiting at the NASW-NC Fall conference helped me to connect with my exact demographic and connect face to face. Overall, it was a fantastic experience from the NASW Staff, to the hotel, to downtown Asheville. I will be back next year for sure!"

Amy Koscinski, GiveForward

Ethics Conference and Awards Luncheon (March)
- One day conference 9:00am-4:30pm
- All exhibitors are set up inside the meeting room
- Expected attendance of 500 each year. Participants come from across the state.
- Exhibitors are invited to attend awards luncheon to continue to network with attendees
  * Exhibitors seeking conference credit must register as a conference attendee.

Spring & Fall LCSW Exam Prep Sessions
- One day conference, 9:00am-4:30pm.
- All exhibitors are set up inside the meeting room.
- Limited exhibitors.
- Expected attendance of 120 twice per year. Participants come from across the state.

Additional Sponsorship Opportunity:
- If sponsoring lunch for the group, the vendor has the opportunity to give a 15 minute presentation on their product or service.

Annual Clinical Social Work Summer Institute (May)
- Two and a half day conference
- All exhibitors are set up just outside the meeting rooms
- Expected attendance of 350 each year. Participants come from across the state.

Additional Sponsorship Opportunities:
- If sponsoring lunch for a specialty networking group, the vendor has the opportunity to give a 15 minute presentation on their product or service.

Clinical Supervision Certificate Training (June)
- Two and a half day conference
- All exhibitors are set up just outside the meeting rooms
- Expected attendance of 150 each year. Participants come from across the state.

Annual Fall Conference (November)
- Two day conference
- All exhibitors are set up in an exhibit hall where breakfast and snacks are served
- Expected attendance of 450. Participants come from across the state.

Additional Sponsorship Opportunities:
- If sponsoring lunch for a specialty networking group, the vendor has the opportunity to give a 15 minute presentation on their product or service.
NASW-NC is pleased to join with you in the endorsement/approval process designed to support quality continuing education for social workers in North Carolina.

All courses that are endorsed (face to face) or approved (online) will be listed on the NASW-NC website and also placed on the NASW-NC continuing education calendar of events.

Please allow up to 4 weeks for processing. There is the option of rushing an application with a 10 day return for an additional fee.

**International and Statewide Endorsement or Approval of your conference or seminar!**

<table>
<thead>
<tr>
<th>NUMBER OF COURSES</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$100.00</td>
</tr>
<tr>
<td>2-5</td>
<td>$300.00 for the group. Must be submitted at the same time.</td>
</tr>
<tr>
<td>6-10</td>
<td>$400.00 for the group. Must be submitted at the same time.</td>
</tr>
<tr>
<td>11-15</td>
<td>$500.00 for the group. Must be submitted at the same time.</td>
</tr>
<tr>
<td>16-20</td>
<td>$600.00 for the group. Must be submitted at the same time.</td>
</tr>
<tr>
<td>MORE THAN 20</td>
<td>$600.00 for 20 plus $40.00 for each additional program over 20.</td>
</tr>
</tbody>
</table>
NASW-NC sends a bi-weekly newsletter containing important information to almost 5,000 social work members across North Carolina. Reach our members with your message sent directly to their email inbox!

enewSWire Advertisements $175.00

enewSWire advertisements include 1 picture/graphic, 1 hyperlink and up to 100 words. It is emailed to the entire membership email list. (approx. 5,000 members)

Email a Practice Area or Local Region $50.00

As a benefit of membership, NASW-NC maintains 16 Practice Area Networks and 15 Local Program Units that provide resources, continuing education opportunities, and services related to a specific area of interest or practice, or a particular region of the state. These Networks are a great way to target your advertisement to those with whom it is most relevant.

Areas of Practice:


Local Regions:

Asheville, Boone, Cape Fear/Wilmington, Charlotte/Mecklenburg County, Coastal, Far West, Fayetteville, Forsyth County, Greenville, Guilford County, Lumberton/Pembroke County, Morganton, Onslow County/Jacksonville, Orange County, Wake County
We were pleased with the quality of candidates responding to the posting. While we still have LCSW positions to be filled, the results of this posting made it well worth the cost and your email blast was specifically mentioned by a couple of the respondents. Thank you, also, for making the posting process so easy and user friendly. I have shared your contact information with my colleagues working on other programs in the Behavioral Health area.

-Talent Acquisition Consultant, National Health Services Company

Job Bank Posting

$65 /$125 /$185 /$500

Posting opportunity includes unlimited words, and is listed for your choice of 30, 60, or 90 days. If you have multiple positions throughout the year, ask about our year contract! The Job Bank is available to any website visitor, and specifically marketed to over 5000 social workers in North Carolina.

Career Connect Email

$40.00 /$200

Our newest and quite popular email to membership, the Career Connect, contains a limited number of “featured jobs” directly reaching our membership with your open position. Positions must be posted on the NASW-NC Job Bank to apply. Ask about an email specifically marketing your company if multiple positions are available.

Find more job openings on the NASW-NC Job Bank here.
**Entire State Chapter**

$300 / $425

Receive a mailing address label for every member of the NASW North Carolina Chapter.

Important information:

- Labels are rented for one-time use only
- Labels will be sent on self adhesive labels ($425) or emailed directly to a professional mailer ($300)
- Labels can be sorted by City, District, County and Membership type

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**Website Banners**

The NASW-NC homepage is the source for professional social work information. We currently have over 5000 members. Members and non-members frequently use our site to find continuing education opportunities, register for conferences or events, find information about international social work, search available jobs, etc. This traffic creates over 6,000 unique pageviews per month. Display your company logo on our website today!

- The rotating banner is placed on the bottom of the NASW-NC homepage.
- The graphic that is provided can be linked. Once it is clicked on, the user will be directed to a webpage of your choice.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
<th>Save</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 Days</td>
<td>$550.00</td>
<td></td>
</tr>
<tr>
<td>90 Days</td>
<td>$775.00 (save $50)</td>
<td></td>
</tr>
<tr>
<td>120 Days</td>
<td>$1,000.00 (save $100)</td>
<td></td>
</tr>
<tr>
<td>180 Days</td>
<td>$1,500.00 (save $150)</td>
<td></td>
</tr>
</tbody>
</table>
The NASW-NC Newsletter is printed 4 times per year, including February, May, August, and November editions. Deadline is the third Thursday of the previous month.

**Classified Advertising**

Classified space can be used to advertise:

- Employment openings
- Office rental space
- Supervision
- And much more!

Advertisement fee includes up to **100 words**.

There is a charge of $1.00 per word for each additional word over 100 words.

**Display Advertising**

Display space can be used to advertise:

- Employment openings
- Conferences and Trainings
- Professional services (promote your agency or services)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>7.5 in x 10 in</td>
<td>$325.00</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>7.5 in x 5 in or 3.75 in x 10 in</td>
<td>$250.00</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>3.75 in x 5 in</td>
<td>$175.00</td>
</tr>
</tbody>
</table>

Advertisements that are not camera-ready will be assessed and additional $30/full page or $15/quarter or half page ads.

**PDF or InDesign format is preferred.**
Obtaining Supervision for Licensure

Providing supervision is a time honored tradition as well as a legal requirement for Licensed Clinical Social Worker Associates (LCSWAs). NASW-NC provides a Clinical Supervision Directory for social workers both seeking and providing supervision for licensure around the state.

“What a great resource to me as I grow in my practice!”
- Guilford County Social Worker

<table>
<thead>
<tr>
<th>Name</th>
<th>Credentials</th>
<th>Counties</th>
<th>City, Zip</th>
<th>Phone</th>
<th>NASW Member</th>
<th>Specializations</th>
<th>Passed Supervision Exam</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Doe</td>
<td>LCSW</td>
<td>YOUR</td>
<td>INFO</td>
<td>HERE</td>
<td>yes</td>
<td>ADHD, Anxiety, Etc.</td>
<td>yes</td>
<td><a href="mailto:Jane@email.com">Jane@email.com</a></td>
</tr>
</tbody>
</table>

NASWNC will post your listing for 365 days from date of entry. Listings include name, credentials, business contact information, links to your web page or email, and your specializations. We look forward to providing the registry for the social work community, with your name on it!

**Members** who have **Taken and Passed** NASW-NC’s Clinical Supervision Training

**Members** who have **NOT Taken and Passed** NASW-NC’s Clinical Supervision Training

**Non-Members** who have **Taken and Passed** NASW-NC’s Clinical Supervision Training

**Non-Members** who have **NOT Taken and Passed** NASW-NC’s Clinical Supervision Training

***Prices are per year.***
Advertising Information

To purchase any method of advertising, please visit www.naswnc.org and click on Advertise with Us.

To receive coupons and discounts on advertising, please fill out the following form and email, fax or mail to the address below.

Company Name: _______________________________________________
Contact Person: ________________________________________________
Company Address: _____________________________________________
Company City: _________________________________________________
Company State: _________________________________________________
Company Zip: __________________________________________________
Contact Phone: _________________________________________________
Contact Email: _________________________________________________
Website: _______________________________________________________

Thank you for your continued support of the social work profession, and for being a partner with NASW-NC.

We look forward to working with you in the future!

If you have additional questions, please contact us.
NASW-NC phone: 919-828-9650
PO Box 27582 fax: 919-828-1341
Raleigh, NC 27611 email: kristen.naswnc@socialworkers.org