SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

Why Sponsor?

NASW-NC conferences are the largest gatherings of mental health and substance abuse practitioners, decision makers, and influential referral resources across North Carolina.

- **Promote your brand** to hundreds of social workers across North Carolina
- **Network** with hundreds of professional attendees, vendors and presenters
- **Increase organizational visibility** and promote your services

Sign up to sponsor or exhibit at a conference today!
NASW-NC Conferences

Annual Ethics Conference Luncheon
- 1-day conference every year in March in Raleigh
- Over 500 social workers in attendance
- Social Work Month celebration and awards ceremony
- Exhibitors receive 2 lunch tickets and may sit with attendees at lunch
- 30 exhibitor spaces

Annual Clinical Institute
- 3-day conference in May in downtown Wilmington on the riverfront
- Attracts over 300 clinical social workers
- Breakfast and breaks served in exhibit hall right outside of sessions
- 12 exhibitor spaces

Annual Fall Conference
- 2-day conference in November in downtown Asheville
- Draws 450+ social work clinicians and students from across North Carolina
- Breakfast and breaks are served in the exhibit hall
- Home of NASW-NC’s yearly silent auction
- 20 exhibitor spaces

Essentials Conference: This one-day conference is held in August or September. Location and topics change each year. Exhibitor spaces change upon location, but spaces are limited. Please visit our website to learn more about this year’s Essentials Conference!

Supervision Certificate Training: This conference is designed to prepare LCSWs to provide clinical supervision LCSWAs. This 3-day conference is held in June. Exhibitor spaces are limited.

LCSW Prep Sessions: This one-day conference is held once in the spring and once in the fall on Saturdays at various locations. There are no exhibitors at prep sessions.
# Sponsorship Packages

## Sponsorship Benefits

<table>
<thead>
<tr>
<th>Title Sponsor $5000</th>
<th>Platinum Sponsor $2500</th>
<th>Gold Sponsor $1600</th>
<th>Silver Sponsor $900</th>
<th>Bronze (Exhibitors) nonprofit $400 corporate $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Opportunity! 2 Spots</td>
<td>2 Spots</td>
<td>3 Spots</td>
<td>Limited Availability</td>
<td></td>
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### BE VISIBLE

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Nonprofit</th>
<th>Corporate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad in Conference Program</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit table at the Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media Recognition</td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td>Name on Conference Website</td>
<td>Logo plus 100 words</td>
<td>Logo plus 50 words</td>
<td>Logo plus 25 words</td>
<td>Logo only</td>
<td>Company Name</td>
</tr>
<tr>
<td>Exclusive signage and recognition at event; special table placement</td>
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<td></td>
<td></td>
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### CONNECT WITH ATTENDEES

<table>
<thead>
<tr>
<th>Benefit</th>
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<th>Silver</th>
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<tr>
<td>Complimentary Conference Registration</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</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>1 Before or After</td>
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</tr>
<tr>
<td>Speaking Address to Attendees</td>
<td>3 min</td>
<td>2 min</td>
<td>1 min</td>
<td>1 min</td>
<td></td>
</tr>
<tr>
<td>Company Information in attendee packets (must be sent to NASW-NC)</td>
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<td>✓</td>
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### LEAVE AN IMPRESSION

<table>
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<th>Nonprofit</th>
<th>Corporate</th>
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</thead>
<tbody>
<tr>
<td>Newsletter Ad to Membership</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>E-newSWire Ad to Membership</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>NASW-NC Website Banner with clickable link</td>
<td>120 Days</td>
<td>90 Days</td>
<td>60 Days</td>
<td>30 Days</td>
<td></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>
<td>1</td>
<td></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>
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<tr>
<td>NASW-NC Complimentary SWAG BAG</td>
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<td>✓</td>
<td></td>
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</table>

Don’t wait! Sign up today before space is sold out!

Please see page 5 for sponsorship benefits details.
Special Sponsorships

**Breakfast Sponsor** (2 Opportunities)
Breakfast Sponsors receive special recognition during announcements, special recognition in the conference program and on the website, and elite signage at the breakfast buffet. Breakfast sponsors also get 1 minute to speak to the attendees at the beginning of the conference.

*Please call to discuss pricing options*

**Coffee Sponsor** (Exclusive)
Coffee sponsors will receive elite signage at all coffee break stations as well as special recognition during announcements, 1/8 page ad in the conference program and on the conference website. Coffee sponsors can have materials on the tables next to the coffee where attendees will see it!

*Please call to discuss pricing options*

**Wifi Sponsor** (Exclusive)
The wifi (internet) sponsorship can include a variety of items such as customized network name, customized meeting code, customized splash page with sponsor logo, and redirect to your website. Sponsors receive 1/4 page ad in the program and recognition during the announcements. These options vary per conference location.

*Please call to discuss pricing options*

**Lunch Sponsor – Ethics Conference Only**
The lunch sponsorship includes special recognition during announcements, special recognition in the conference program, brochure and on the conference website. It also includes elite lunch signage. Lunch sponsors get 3 minutes to address the attendees during lunch.

*Please call to discuss pricing options*

**Tote Bag Sponsor** (Exclusive)
The tote bag sponsor gets to place their logo along with NASW-NC’s logo on the conference tote bags as that years sponsor. You will get recognition during the announcements and 1/4 page ad in the program.

*Please call to discuss pricing options*

Interested in sponsoring something else? Let us know your thoughts! We are happy to work with all sponsors to help you achieve your goals!

Questions? Call us at 919-828-9650 or email kristen.naswnc@socialworkers.org
More Advertising Options

**Newsletter Advertising**
Printed 4 times per year in February, May, August and November. Sent to entire membership.

<table>
<thead>
<tr>
<th>Advertising Type</th>
<th>Dimensions</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Ad</td>
<td>7.5 in wide x 10 in tall</td>
<td>$325</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>7.5 in (w) x 5 in or 3.75 in (w) x 10 in</td>
<td>$250</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>3.75 in wide x 5 in tall</td>
<td>$175</td>
</tr>
<tr>
<td>Classified Ad</td>
<td>Up to 100 words. No pictures or links</td>
<td>$75</td>
</tr>
</tbody>
</table>

**E-newSWire Advertising**
- Sent to entire membership bi-weekly
- Includes 1 graphic, 1 hyperlink and up to 100 words
- Print ready display ads are accepted
- Please visit our website to see a sample E-newswire

$175 per edition

**Email a local region or practice area!**
Want a more targeted email? We have 15 local regions and 16 practice area networks to choose from! Local regions include members and non-members. Practice areas include members. Visit our website under “Advertise With Us” to see a full list of these networks.

$50.00 per email

**Website Banner Advertising**
- Displayed on the homepage of NASW-NC
- Includes graphic with clickable link
- Banner can be purchase in increments of 60, 90, 120 or 180 days

$550 / $775 / $1000 / $1500

**Job Bank Advertising**
- Most comprehensive Social Work Job Bank in the state of North Carolina
- Postings can include 30, 60 or 90 days. Ask about our 1 year contract for unlimited job postings
- Most visited page on NASW-NC website

$65 / $125 / $185 / $500

**Mailing List Rental**
- Purchase mailing addresses for our entire membership
- Lists are for a 1 time use only
- List can be sent to a professional mailer or labels can be preprinted and mailed to you

$300 / $425

Questions? Call us at 919-828-9650 or email kristen.naswnc@socialworkers.org. You can also visit www.naswnc.org for more information.