

SOCIAL WORK DAY ON THE HILL SPONSORSHIP

Invitation to Participate

The National Association of Social Workers – Tennessee Chapter (NASW-TN) invites your company or organization to become a sponsor, advertiser or exhibitor at our 2020 Social Work Day on the Hill on Tuesday, March 24th. This annual legislative and policy event organized by NASW, Tennessee Chapter in coordination with University Social Work Programs across the state is one of the most exciting and empowering programs offered to Tennessee social workers and social work students.

Who attends?

The NASW-TN Social Work Day on the Hill is our largest attended event of the year and attracts over 500 social work students, professors, supervisors, and practitioners from across the state.

This annual event is designed to:

- Train social work students and professionals about the importance of advocacy as a cornerstone of our profession
- Promote involvement in and understanding of the state legislative process
- Feature presentations on current bills by students and policy professionals
- Engage social work students and professionals in advocacy on key public policy issues being considered by the Tennessee General Assembly
- Increase the respect of State legislators for the expertise and professionalism of social workers
- Strengthen legislative support for NASW-TN priority issues
- Provide an enjoyable educational and networking experience

Why should we exhibit or sponsor this event?

Social Work Day on the Hill offers your organization a cost-effective way to reach over 500 students, potential customers, and future employees. You'll connect to more social work students and professional social workers in one day than you could on your own through months of effort! The two-way communication you will experience at this event is personal and provides for an immediate exchange of information and ideas. This event *offer a myriad of learning and networking experiences for attendees and exhibitors alike. We encourage organizations to consider increasing your impact by sponsoring the NASW-TN 2020 Social Work Day on the Hill.*

How can we become a sponsor or exhibitor?

Exhibit space is limited and will be assigned on a "first come-first served" basis, so don't delay in returning your application. Select your sponsorship choice and send the application, signed agreement, ad copy, and your payment in full to:

NASW-TN Social Work Day on the Hill

Attn: Haley Miller

50 Vantage Way, Suite 250

Nashville, Tennessee 37228

If you prefer to pay by credit card, please fax or email your application and signed agreement to Haley Miller at (615) 327-2676 or hmillier.naswtn@socialworkers.org with a note that you wish to pay by credit card. We will contact you with instructions for submitting your payment.

Applications received without payment will be considered incomplete and held for processing until the fee is paid. The contract, payment in full, and your ad copy must be received by **Monday March 9, 2020** to ensure your agency/company is included in marketing materials and the event program. (Sponsors are asked to also submit an agency logo for our slideshow signage.) We will continue to accept applications as long as there is space available, but don't delay: submit yours today!

Sponsorship Levels and Benefits

Social Work Day on the Hill Prime Sponsor - \$1,800

Two (2) Sponsorships Available at this Level

- Recognition of your organization and the opportunity to present to our full audience for up to three minutes during the breakfast or luncheon
- Recognition in event program and on slideshow signage at Social Work Day on the Hill
- Full page b/w advertisement in event program with premium placement*
*Full page color advertisement available to this level for an additional \$200
- Premium Exhibit space (6' table, 2 chairs, ID sign)
- Two (2) free event admissions including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for twelve (12) months
- A list of attendees with contact information
- Submit 30 second video ad to play once during concurrent activity time

“Social Workers: Generations Strong” Bag Sponsor - \$750

Two (2) Sponsorships Available at this Level

- Logo displayed on “Social Workers: Generations Strong” bag given to each attendee
- One (1) brochure or bag stuffer (provided by the organization) inserted into each bag
- Recognition at the event’s opening session
- Recognition in event program and on slideshow signage at Social Work Day on the Hill
- One (1) free event admission including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for six (6) months

“Skills for the Hill”/ Policy Presentations Sponsor - \$600

Four (4) Sponsorships Available at this Level

- Recognition at the beginning of policy poster presentations
- Recognition in event program and on slideshow signage at Social Work Day on the Hill
- Exhibit space (6' table, 2 chairs, ID sign)
- Half page b/w advertisement in event program
- One (1) free event admissions including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for eight (8) months

Name Badge Sponsor - \$500

One (1) Sponsorships Available at this Level

- Organization/ agency logo displayed on the opposite side of each attendee name badge
- Recognition at the event’s opening session
- Recognition in event program and on slideshow signage at Social Work Day on the Hill
- One (1) free event admission including luncheon
- Recognition on NASW-TN Facebook and website (Current Sponsors Page) for six (6) months

Social Work Day on the Hill Exhibitor Level - \$350

Four (4) Sponsorships Available at this Level

Note: Partnering Universities receive a reduced exhibitor fee of \$300

- Half page b/w advertisement in event program
- Exhibit space (6' table, 2 chairs, ID sign)

Advertisements in the Social Work Day on the Hill Program

Every attendee receives a program booklet at Social Work Day on the Hill. This booklet is referred to throughout the event and is used for future reference following the meeting. Each time an attendee opens the program booklet, your agency/ company/ university will have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support the Tennessee Chapter of NASW simultaneously.

We have a variety of ad spaces available at prices that will give you maximum exposure at a minimum of cost. Deadline for advertisements for the attendee program booklet is Monday March 9, 2020.

NASW-TN Advertising Rates for Social Work Day on the Hill

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|--|-------|
| • Video Advertisement | \$400 |
| • Full Page B/W Ad in Program | \$250 |
| • Brochure/ Bag Stuffer (provided by organization) | \$200 |
| • ½ Page B/W Ad in Program | \$175 |

Video Advertisement:

Video advertisements must be professionally developed by the your university or organization. Video advertisements are limited to 30 seconds in length and will be played once during Concurrent Activity time as well as posted once on the NASW, Tennessee Chapter Facebook page. The video ad needs to be emailed to hmiller.naswtn@socialworkers.org along with the advertiser application form. We ask that our prime sponsors send both their video ad and logo. The logo will be used to recognize our sponsors in the slideshow signage at Social Work Day on the Hill. This completed form should be mailed with your full payment.

Camera Ready Artwork:

Camera ready artwork is required in pdf or jpg format. The artwork needs to be emailed to hmiller.naswtn@socialworkers.org along with the advertiser application form. We ask that our sponsors send both their ad copy and logo. The logo will be used to recognize our sponsors in the slideshow signage at Social Work Day on the Hill. This completed form should be mailed with your full payment.

Layout and Design:

There will be a \$50 ad layout/ design fee charged for ads not supplied as a pdf or jpg format.

Dimensions for Ads (in inches):

See next page for ad dimensions

Ad Sizes

Full Page 7 ½" x 10"

Half Page 7 ½" x 5"

Full Page Ad

(all inside red frame)

Half-Page Ad
(size below dotted line)

Sponsorship/ Exhibitor/ Advertiser Application

Sponsor Information (Please Print Clearly):

Organization/ Company Name: _____

Contact Person(s)/ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____ Website: _____

Name Badges (for sponsors and exhibitors):

(1) _____

(2) _____

Do you need extra luncheon tickets?

Yes If yes, number of tickets at \$10.00 each = \$ _____

No

Please select your sponsorship, exhibitor, or advertising choice below. You will be notified upon receipt of your application if your selection is SOLD OUT.

\$1,800 Social Work Day on the Hill Prime Sponsor

\$750 "Elevate Social Work" Bag Sponsor

\$600 "Skills for the Hill" or Policy Presentations Sponsor

\$500 Name Badge Sponsor

\$350 Social Work Day on the Hill Exhibitor

\$300 *Special Price for Partnering Universities ONLY* Social Work Day on the Hill Exhibitor

Advertiser : Video Ad Full Ad in Program Brochure/ Bag Stuffer 1/2 Ad in Program

Payment is enclosed in the amount of \$ _____

Credit Card payment will be made by phone in the amount of \$ _____

**Make checks payable to National Association of Social Workers, Tennessee Chapter and mail to:
NASW-TN Social Work Day on the Hill
Attn: Haley Miller
50 Vantage Way Suite 250
Nashville, TN 37228**

Payment, sponsor/ exhibitor/ advertiser application, signed agreement, and ad copy must be received by Monday March 9, 2020. We ask our sponsors to also send a logo for use in the slideshow signage at Social Work Day on the Hill.

SPONSORSHIP / EXHIBITOR AGREEMENT

Terms and Regulations: These rules and regulations are a part of the contract between NASW-Tennessee (NASW-TN) and the Sponsor/Exhibitor. NASW-TN reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the event. NASW-TN's decisions and interpretations shall be accepted as final in all cases. Signature on this agreement constitutes acceptance of the agreement with all regulations written herein.

NASW-TN reserves the right to decline exhibit/advertisement/sponsorship requests. Sponsorship is defined as cash, products, or services in exchange for acknowledgement within the context of this agreement. No implication of endorsement by NASW-TN of any product or advertiser may be made.

NASW-TN retains final approval of all sponsor/product messages, banners, and advertising copy that are in relation to the conference, workshop, or any published material. The NASW and/or NASW-TN logo may not be displayed on any sponsoring, exhibiting, or advertising organization's website without approval of the NASW-TN Chapter. No unsolicited commercial messages are allowed. NASW-TN reserves the right to reject, cancel, or remove at any time any advertisement from the NASW-TN website for any reason. In such a case, NASW-TN will provide prompt notice to the advertiser, together with an explanation. NASW-TN also reserves the right to determine the appropriate placement of the advertisement on the website.

Acceptability of Exhibits: All exhibits must serve the interests of the members of NASW-TN and shall be operated in a way that will not detract from other exhibits or the event as a whole. NASW-TN encourages the distribution of product literature, and small giveaways at exhibit tables. Other items may be distributed or sold only with prior written approval from NASW-TN.

NASW-TN does not endorse any companies or products and no implication of endorsement by NASW-TN of any product or advertiser may be made.

Payment: Applications will not be processed, nor space assigned, without the required payment in full and the signed agreement. If the required payment is not received with the application, it will be held until the fee is received in the NASW-TN office. *Checks should be made payable to NASW-TN.* Credit card payments should be made by phone (please indicate on form if payment will be by credit card). Payment must be received by NASW-TN by **Monday March 9, 2020.**

Cancellation Policy: In order to process a refund, NASW-TN must receive a *written notice* of cancellation from the sponsor/exhibitor. If NASW-TN receives the notice of cancellation more than 20 days prior to the event date(s), a refund minus an administrative fee of \$100.00 will be issued. No refund will be given for cancellations made less than 20 days prior to the event date(s).

Authorization: I have read and agree to comply with the conditions governing our participation in the 2020 Social Work Day on the Hill.

Signature of Authorized Representative

Date

Print/Type Above Name

Title

Please return to:
NASW-TN Social Work Day on the Hill
Attn: Haley Miller
50 Vantage Way, Suite 250
Nashville, TN 37228.

You may also email these forms to hmler.naswtn@socialworkers.org or fax to Haley Miller at (615) 327-2676

A completed application and payment in full must be received no later than two (2) weeks before the event in order for NASW-TN to confirm your sponsorship and include your advertising copy in our final workshop or conference materials.



Tuesday, March 24, 2020
9:00am - 4:00pm
War Memorial
Auditorium
Nashville, TN

2020 Social Work Day on the Hill Tentative Agenda

- 7:00am— Exhibit Setup**
- 7:30am— On-Site Registration Begins**
- 8:00am— Continental Breakfast Provided**
- 8:15am— Opening Comments and Welcome**
- 8:30am— Policy Poster Presentations**
- 9:30am— Break**
- 9:45am— Policy Poster Presentations**
- 10:30am— Social Work Policy Makers Panel**
- 11:30am— Pick Up Lunch**
- 12:00pm— Award Presentations**
- 12:30pm— Closing Remarks and Policy Presentation**
Winners Announced
- 12:45pm— Gather for Group Photo on Capitol Steps**
- 1:00pm— Exhibit Takedown**
- 1:00pm— Concurrent Activities at Legislature and Capitol**
 - **Legislative and Capitol Tours**
 - **Meet with Your Legislators (scheduled in advance)**
 - **Attend Legislative Committee Meetings**