

# Become A Sponsor

In June 2024, the National Association of Social Workers (NASW) will bring together more than 2,000 social workers and related professionals from across the world to expand their understanding on how social work is leading social change. Over the span of four days, attendees will hear from inspiring internationally renowned keynote speakers, have access to unparalleled opportunities for professional development, and network with the leaders in their field. Whether you offer health and human service products and services, continuing education opportunities, or simply want to get in front of social workers, the 2024 NASW National Conference is the place to be.

## OPTIMIZE YOUR EXPERIENCE

- Connect with more than 2,000 social workers, like-minded professionals, and thought leaders in the field from all 50 states and around the globe both in-person and virtually
- Build brand recognition and generate leads
- Maximize your year-round exposure to the larger social work community including 110,000 NASW members through NASW's marketing outreach efforts

## MEET YOUR TARGET AUDIENCE

The National Association of Social Workers (NASW) is the largest membership organization of professional social workers with over 110,000 members and 55 chapters. It promotes, develops, and protects the practice of social work and social workers. NASW also seeks to enhance the well-being of individuals, families, and communities through its advocacy.

Get in front of social workers throughout the country and abroad at every career level and every area of practice e.g., health and mental health care, substance abuse, child welfare, veterans and military families, school social work, criminal justice, aging, and care coordination— serving people of all ages – from infants to the elderly.

- Thought leaders and decision makers in the field of social work
- Researchers and practitioners who value research and cutting-edge technology and the impact they make on evidence-based practice
- Professionals committed to achieving high-quality outcomes and exploring the latest trends and best practices in a variety of social work settings

# SPONSORSHIP OPPORTUNITIES

## Film Festival

**\$7,500 (Exclusive)**

Your organization's name and logo will be featured prominently on all signage for the NASW Film Festival and be acknowledged from the podium at each of the three film sessions.

## Hand Sanitizer

**\$4,000**

Customized 2 oz hand sanitizers that will be included in the conference tote bag. Customize travel sanitizers with your preferred color and logo.

## Note Pad

**\$4,000**

Conference attendees will see your logo when they take notes throughout the conference and beyond on specially prepared note pads provided to all attendees.

## Meet-Ups Sponsors

**\$3,000 (2 available)**

Conference attendees will have the opportunity to participate in content specific focused networking sessions. Your organization's name and logo will be featured prominently on program signage and on table cards.

## Dedicated Email Blast

**\$1,000 (5 available)**

A dedicated email blast to conference registrants. (subject to NASW approval).

## PATRON PROGRAM

**\$800**

- Your organization recognized as a Patron on the conference site
- 1 complimentary registration to the Virtual Conference
- Your organization's logo will be featured in a powerpoint loop that will be broadcast before the virtually streamed sessions

## Conference Tote Bag

**\$10,000 (Exclusive)**

Each attendee will be given a reusable conference tote bag with your organization's logo prominently displayed and will stay with them long after the conference.

## Hotel Key Card

**\$10,000 (Exclusive)**

Provide a special welcome to conference attendees by having your logo printed on custom keycards provided directly to participants as they check into the Omni Shoreham hotel.

## Conference Mobile App

**\$5,000**

NASW's conference mobile app will be used by attendees multiple times throughout the conference. Your organization's logo will be featured on the splash screen, which is the first screen users see when launching the app.

## Digital Ad Targeting

**\$5,000**

Get your company's digital ads displayed to your target market - the 2022 Conference attendees - for 2 weeks after the live event.

## Name Tag Lanyard

**\$5,000**

Conference attendees will literally wear your organization name and logo on name badge lanyards provided to all participants.

## BUILD YOUR OWN SPONSORSHIP!

Customize a sponsorship package

CONTACT:

[RLoomis.nasw@socialworkers.org](mailto:RLoomis.nasw@socialworkers.org)

[RVitelli.nasw@socialworkers.org](mailto:RVitelli.nasw@socialworkers.org)

|   | <b>TIER 1</b><br>\$50,000        | <b>TIER 2</b><br>\$20,000 | <b>TIER 3</b><br>\$10,000 | <b>TIER 4</b><br>\$5,000 |
|---|----------------------------------|---------------------------|---------------------------|--------------------------|
| <b>PRECONFERENCE BENEFITS</b>   |                                  |                           |                           |                          |
| Logo/link on conference website   | Priority Placement               | X                         | X                         | X                        |
| Acknowledgment in Memberlink e-newsletter (Circulation 70,000)  | X                                | X                         | X                         | X                        |
| Logo on Socialworkers.org site  | X                                | X                         | X                         | X                        |
| 1 Social Media Post Acknowledging Sponsorship   | X                                | X                         | X                         |                          |
| Pre-conference email blast to full membership acknowledging conference sponsorship and advertising initiative of sponsor's choice | X                                |                           |                           |                          |
| Preconference registration list   | X                                | X                         | X                         | X                        |
| <b>VISIBILITY DURING THE CONFERENCE</b>   |                                  |                           |                           |                          |
| Presenting Sponsor of Opening Reception   | X                                |                           |                           |                          |
| Recognition during Opening Reception  | X                                |                           |                           |                          |
| Recognition during Opening Keynote Presentation   |                                  | X                         |                           |                          |
| Recognition during Plenary Session  |                                  | X                         |                           |                          |
| Continental Breakfasts Sponsorship Acknowledgement  |                                  |                           | X                         |                          |
| Refreshment Break Sponsorship Acknowledgement   |                                  |                           |                           | X                        |
| Organization logo displayed on video screens during conference  | X                                | X                         | X                         | X                        |
| Exhibit Space   | 2 Booths,<br>Prominent Placement | 2 Booths                  | 1 Booth                   | 1 Booth                  |
| Logo displayed in entrance to exhibit hall & on conference signage  | X                                | X                         | X                         | X                        |
| Promotional insert in conference tote bag   | X                                | X                         | X                         | X                        |
| Acknowledgement from podium during conference   | X                                | X                         | X                         | X                        |
| Complimentary conference registrations  | 4                                | 3                         | 2                         | 1                        |
| <b>POST CONFERENCE BENEFITS</b>   |                                  |                           |                           |                          |
| Recognition in NASW Section Link  | X                                | X                         | X                         | X                        |
| Banner ad placement on NASW Professional Development pages  | 30 Days                          | 15 Days                   |                           |                          |
| Mention in post-conference NASW email follow-up   | X                                | X                         | X                         | X                        |



# SPONSOR AGREEMENT

\_\_\_\_\_  
Sponsor Name – Organization or individual, as you would like it to appear in written materials

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address State Zip Code

\_\_\_\_\_  
Phone Alternate Phone

\_\_\_\_\_  
Email Address Alternate Email Address

## SPONSORSHIP LEVEL

- TIER 1 - \$50,000
- TIER 2 - \$20,000
- TIER 3 - \$10,000
- TIER 4 - \$5,000
- PATRON PROGRAM - \$800
- CUSTOM PACKAGE - \$\_\_\_\_\_

**Conference Tote Bag | \$10,000 (Exclusive)**  
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**Hotel Key Card | \$10,000 (Exclusive)**  
Provide a special welcome to conference attendees by having your logo printed on custom keycards provided directly to participants as they check into the Marriott Wardman Park hotel.

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**QUESTIONS?** Email [RVitelli.nasw@socialworkers.org](mailto:RVitelli.nasw@socialworkers.org)

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## AGREEMENT

I/We agree to this sponsorship and recognize the benefits of support. I/We understand the fulfillment of benefits is dependent on my/our timely submission of organization logos, website links and other materials, as required.

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Signature

Printed Name

Date

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## PAYMENT TYPE

Check enclosed for \$\_\_\_\_\_ (payable to NASW)

Please charge \$\_\_\_\_\_ to my credit card.     Visa     MasterCard     AMEX

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Name on Card

Card Number

Exp. Date

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Authorized Signature

CVV Number

Please return this form with payment to: NASW, Attention: National Conference, 750 First Street NE, Suite 800, Washington, DC 20002-4241  
Email: [rloomis.nasw@socialworkers.org](mailto:rloomis.nasw@socialworkers.org)