Become A Sponsor

In June 2020, 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 about the importance of the social workers role in making a difference. 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 2020 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
• Build brand recognition and generate leads onsite
• Maximize your year-round exposure to the larger social work community including 120,000 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 120,000 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 face-to-face with social workers from 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
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.

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.

Conference Charging Stations
$5,000
Conference attendees will be able to charge their electronic devices at stations located in the exhibit hall. Your logo will be placed on signage accompanying the charging station.

A Night at the Awards
$5,000
A celebration of the recipients of the NASW National Awards and the NASW Foundation Awards. The evening will include an elegant reception, program, and opportunity for participants to join their colleagues in honoring the award recipients at this festive event.

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.

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.

Digital Ad Targeting
$5,000
Get your company’s digital ads displayed to your target market - the 2020 Conference attendees - for 2 weeks after the live event.

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.

Conference Bag Tags
$5,000
Brightly colored luggage tags will help attendees identify their conference tote bags throughout the program and can be used for years after the conference. Your organization’s logo will be placed on 2500+ luggage tags and distributed to attendees of the conference.

Name Tag Lanyard
$5,000
Conference attendees will literally wear your organization’s name and logo on name badge holder lanyards provided to all participants.

BUILD YOUR OWN SPONSORSHIP!
Customize your sponsorship package
Contact Richard Loomis
RLoomis.nasw@socialworkers.org
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum ($50,000)</th>
<th>Gold ($20,000)</th>
<th>Silver ($10,000)</th>
<th>Bronze ($5,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo/link on conference website</td>
<td>Priority Placement</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgement in Memberlink e-newsletter (Circulation 70,000)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo on Socialworkers.org site</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Pre-conference email blast to full membership acknowledging conference sponsorship and advertising initiative of sponsor’s choice</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Pre conference registration list</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Visibility During the Conference</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presenting Sponsor of Night at the Awards</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition during Opening Reception</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition during Opening Keynote Presentation</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition during Plenary Session</td>
<td>X</td>
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<td></td>
<td></td>
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<tr>
<td>Continental Breakfasts Sponsorship Acknowledgement</td>
<td>X</td>
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<tr>
<td>Refreshment Break Sponsorship Acknowledgement</td>
<td>X</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Organization logo displayed on video screens during conference</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Exhibit Space</td>
<td>2 Booths, Prominent Placement</td>
<td>2 Booths</td>
<td>1 Booth</td>
<td>1 Booth</td>
</tr>
<tr>
<td>Logo displayed in entrance to exhibit hall &amp; on conference signage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Promotional insert in conference tote bag</td>
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<tr>
<td>Ad placement in conference program book</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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<tr>
<td>Acknowledgement from podium during conference</td>
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<td>Complimentary conference registrations</td>
<td>4</td>
<td>3</td>
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<td>1</td>
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<tr>
<td><strong>Post Conference Benefits</strong></td>
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<tr>
<td>Recognition in NASW Section Link</td>
<td>X</td>
<td></td>
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<tr>
<td>Acknowledged as sponsor of NASW Webinar</td>
<td>2 Webinars</td>
<td>2 Webinars</td>
<td>1 Webinar</td>
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</tr>
<tr>
<td>Banner ad placement on NASW Professional Development pages</td>
<td>30 Days</td>
<td>15 Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention in post-conference NASW email follow-up</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
</tbody>
</table>
# SPONSOR AGREEMENT

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

Contact Name

<table>
<thead>
<tr>
<th>Address</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Alternate Phone</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td>Alternate Email Address</td>
<td></td>
</tr>
</tbody>
</table>

## SPONSORSHIP LEVEL

- **PLATINUM LEVEL – $50,000**
- **GOLD LEVEL – $20,000**
- **SILVER LEVEL – $10,000**
- **BRONZE LEVEL – $5,000**

- **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.

- **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.

- **CONFERENCE CHARGING STATIONS | $5,000**
  Conference attendees will be able to charge their electronic devices at stations located in the exhibit hall. Your logo will be placed on signage accompanying the charging station.

- **A NIGHT AT THE AWARDS | $5,000**
  A celebration of the recipients of the NASW National Awards and the NASW Foundation Awards. The evening will include an elegant reception, program, and opportunity for participants to join their colleagues in honoring the award recipients at this festive event.

- **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.

- **EXHIBITOR – $1,300**
  Early bird rate until March 31, 2020. Rate increases to $1,500 on April 1.

- **ADVERTISE IN PROGRAM**
  Price varies by size of ad

- **CUSTOM PACKAGE**

- **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.

- **DIGITAL AD TARGETING | $5,000**
  Get your company’s digital ads displayed to your target market – the 2020 Conference attendees – for 2 weeks after the live event.

- **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 opening screen users see when launching the app.

- **CONFERENCE BAG TAGS | $5,000**
  Brightly colored luggage tags will help attendees identify their conference tote bags throughout the program and can be used for years after the conference. Your organization’s logo will be placed on 2,500+ luggage tags and distributed to attendees of the conference.

- **NAME TAG ON LANYARD | $5,000 SOLD**
  Conference attendees will literally wear your organizations name and logo on name badge holder lanyards provided to all participants.

- **MEET-UPS SPONSORS | $3,000 (TWO 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.
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.

Signature                                           Printed Name                                           Date

PAYMENT TYPE

☐ Check enclosed for $___________(payable to NASW)

☐ Please charge $___________ to my credit card.  ☐ Visa  ☐ MasterCard  ☐ AMEX

Name on Card                                           Card Number                                           Exp. Date

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