



THE TIME IS RIGHT
FOR SOCIAL WORK

2022 NASW National Conference
June 22-25, 2022
Omni Shoreham Hotel, Washington, DC

Become A Sponsor

In June 2022, 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 how the time is right for social work. 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 2022 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 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 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

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.

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

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.

Face Masks

\$8,500 (Exclusive)

Customized face mask coverings that will be included in the conference tote bag. Customize 2000 masks with your preferred color and logo.

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 proudly wear your organization's name and logo on name badge holder lanyards provided to all participants.

Webinar Sponsorship

\$500 (3 available)

Recognition as sponsor for 1 NASW webinar. Sponsor will also be recognized in all marketing of the webinar.

BUILD YOUR OWN SPONSORSHIP!

Customize a sponsorship package

CONTACT:

RLoomis.nasw@socialworkers.org or
SKerns.nasw@socialworkers.org

	PLATINUM \$50,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$5,000
PRECONFERENCE BENEFITS				
Logo/link on conference website	Priority Placement	X	X	X
Acknowledgement in Memberink 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
VISIBILITY DURING THE CONFERENCE				
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, 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
POST CONFERENCE BENEFITS				
Recognition in NASW Section Link	X	X	X	X
Acknowledged as sponsor of NASW Webinar	2 Webinars	2 Webinars	1 Webinar	
Banner ad placement on NASW Professional Development pages	30 Days	15 Days		
Mention in post-conference NASW email follow-up	X	X	X	X



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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

PLATINUM LEVEL – \$50,000

SILVER LEVEL – \$15,000

PATRON PROGRAM – \$800

GOLD LEVEL – \$30,000

BRONZE LEVEL – \$5,000

CUSTOM BUILT PACKAGE -- \$ _____

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 Marriott Wardman Park hotel.

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 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.

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.

DEDICATED EMAIL BLAST | \$1,000 (5 AVAILABLE)

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

FACE MASKS | \$5,000

Customized face mask coverings that will be included in the conference tote bag. Customize 2000 masks with your preferred color and logo.

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.

WEBINAR SPONSORSHIP | \$500 (3 AVAILABLE)

Recognition as sponsor for 1 NASW webinar. Sponsor will also be recognized in all marketing of the webinar.

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