



**STRONGER TOGETHER:  
UNITING TO ADVANCE CHANGE**

# SPONSOR DECK

**CWLA**  
NATIONAL CONFERENCE

**APRIL 26 - 28, 2023  
WASHINGTON, DC**

# WHY SPONSOR CWLA?

ALL SPONSORS RECEIVE:

## Visibility

- Logo and website link on the conference webpage, in emails and social media posts, on signage, in the conference program, and in the event mobile app

## Promotion

- Ad placement in our printed conference program
- Insert for our conference tote bags

## Engagement

- Exhibit booth opportunities for onsite interaction with attendees
- Attendee email lists to keep in touch after the conference

## Commitment

- Demonstrate your continued commitment to creating solutions that ensure all children have the opportunity to grow up in loving families

### **Fellow - \$5,000**

- Exhibit booth discount (25%)
- Quarter-page ad in the program

### **Supporter - \$10,000**

- Exhibit booth discount (50%)
- Quarter-page ad in the program

### **Advocate - \$15,000**

- Exhibit booth
- Half-page ad in the program

### **Ally - \$25,000**

- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium

## **Partner - \$50,000**

- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium
- Collaborative webinar opportunity
- 2 Conference tickets

## **Champion - \$100,000**

- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium
- Special recognition in a conference e-blast
- Collaborative webinar opportunity
- 4 Conference tickets



| BENEFITS               | CHAMPION<br>\$100,000 | PARTNER<br>\$50,000 | ALLY<br>\$25,000 | ADVOCATE<br>\$15,000 | SUPPORTER<br>\$10,000 | FELLOW<br>\$5,000 |
|------------------------|-----------------------|---------------------|------------------|----------------------|-----------------------|-------------------|
| Special eblast         | ●                     | ●                   | ×                | ×                    | ×                     | ×                 |
| Podium acknowledgement | ●                     | ●                   | ×                | ×                    | ×                     | ×                 |
| Webinar opportunity    | ●                     | ●                   | ×                | ×                    | ×                     | ×                 |
| Conference tickets     | 4 tickets             | 2 tickets           | ×                | ×                    | ×                     | ×                 |
| Color ad in program    | Full page             | Full page           | Full page        | 1/2 page             | 1/4 page              | 1/4 page          |
| Exhibit booth          | Premium               | Premium             | Premium          | Regular              | 50% off               | 25% off           |
| Insert for tote bags   | ●                     | ●                   | ●                | ●                    | ●                     | ●                 |
| Attendee email list    | ●                     | ●                   | ●                | ●                    | ●                     | ●                 |
| Logo placement         | ●                     | ●                   | ●                | ●                    | ●                     | ●                 |

# A LA CARTE SPONSORSHIPS

## **Lanyards - \$5,000**

- Logo on name badge lanyards

## **Wi-Fi Cards - \$5,000**

- Logo on Wi-Fi access cards

## **Flash Drives - \$5,000**

- Logo on USB flash drives

## **Tote Bags - \$15,000**

- Logo on conference tote bags

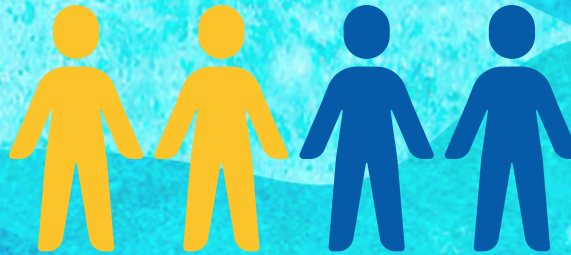
## **Mobile Event App Add-Ons**

- Improve visibility on our conference app - pricing varies

# 2022 IN NUMBERS:



**SOLD OUT!**  
675 people attended



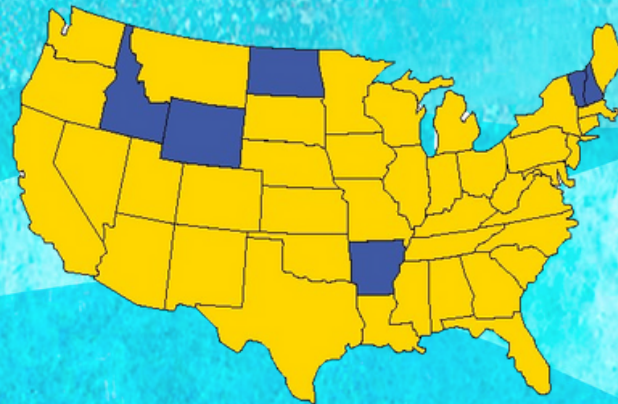
47% were at the  
Director or C-Suite level



26% were first-  
time attendees



40% were from  
public agencies



from 42 states  
5 provinces  
4 territories

# HEAR FROM OUR ATTENDEES:

"The conference was wonderful and it filled my bucket. Thank you!"

"The racial equity conversations were excellent and left me with inspiration to bring back to my agency."

"Excellent first CWLA conference experience!"

"I really appreciated the addressing of both rural and urban programming. I got some great ideas!"

"The training Institutes were amazing!"

"Over the years CWLA has done a great job of being relevant to current events and the feel of the system. Keep doing it!"

# SPONSORSHIP MATTERS

Sponsorships are essential to our ability to hold conferences.

As always, it's important to us that we build a sponsorship package that suits your unique goals. Feel free to reach out with your own suggestions.

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