

**Maryland Community Action Partnership**  
**2016 Human Services Conference**  
*Partners in Excellence*

May 3-5, 2016 - Sheraton Baltimore North, Towson MD

**SPONSORSHIP,  
ADVERTISING,  
& EXHIBIT  
INVITATION**



## Maryland CAP 2016 Human Services Conference

### *Partners in Excellence*

Dear Nonprofit Stakeholder:

The Maryland Community Action Partnership's 2016 Human Services Conference focuses on **Partners in Excellence** in the nonprofit sector for the benefit of people and communities in need. Attendees will experience dynamic presentations, as well as tangible tips and strategies from experts across the country on innovative approaches to serve consumers via

- Effective Leadership and Governance
- Exemplary Program Models
- Best Practices to End Homelessness and Hunger
- Policy Updates for Community Action, Energy, Weatherization, Head Start
- Advocacy to Reduce Poverty
- Updates in State and Federal Regulations

and much more. This is the time for direct service nonprofits and all stakeholders to join us to network and share information and resources.

We anticipate an attendance of more than 300 leaders from all sectors along with presenters and exhibitors. There will be experts from across the country sharing the latest innovation relative to enhancing organizational services, performance and outcomes. Our attendees will be government and nonprofit leaders from Delaware, Maryland and the District of Columbia.

We believe that your participation in our conference will be mutually beneficial to your company and all attendees. We will find value in learning about your products, services and perspectives. You will be able to continue a long relationship with decision makers and gain valuable visibility with tens of thousands of board members, leaders, staff members and volunteers.

We are offering multiple packages for you to choose from, including conference sponsorship, exhibiting and advertising. Our Platinum Sponsorship level enables you to speak before the entire conference! We have an opportunity available for every price point.

Please take a look at the next page to determine how you will be involved. We look forward to partnering with your company and to all that we will accomplish together.

If you have any questions, please contact

- Our Conference Manager, Sue Gove at 412.431.5087 or email [sgove@gove.org](mailto:sgove@gove.org)
- Our Salesperson, Syd Sheehy at 724.687.7004 or email [syds@gove.org](mailto:syds@gove.org).

You may also visit [www.maryland-cap.org](http://www.maryland-cap.org) for more information.

We look forward to partnering with your company and all that we will accomplish together.

*Michael E. Young*

Michael E. Young, MSW  
Executive Director  
Maryland Community Action Partnership (MCAP)  
420 Chinquapin Round Road  
2nd Floor, Suite 2-1  
Annapolis, Maryland 21401



# SPONSORSHIP PACKAGES

**PLATINUM**  
**\$15,000**

LIMITED to 1

**GOLD**  
**\$10,000**

LIMITED to 2

**SILVER**  
**\$5,000**

**BRONZE**  
**\$2,500**

You are invited to give a <b>TEN-minute presentation**</b> at the Luncheon Session	You are invited to give a <b>FIVE-minute presentation**</b> at the conference		
You will receive 5 free registrations to the conference	You will receive 3 free registrations to the conference	You will receive 2 free registrations to the conference	You will receive 1 free registration to the conference
Your logo will be placed on all conference marketing materials	Your logo will be placed on all conference marketing materials	Your logo will be placed on all conference marketing materials	Your logo will be placed on all conference marketing materials
You will be offered two exhibit tables in a premium location for up to 3 staff	You will be offered an exhibit table in a premium location for up to 2 staff	You will be offered an exhibit table in a premium location for one staff	You will be offered an exhibit table for one staff
You can provide a full page ad for the conference program's back cover	You can provide a full page ad for the conference program's inside front or back cover	You can provide a ½ page ad for the conference program	You can provide a ¼ page ad for the conference program
You can include your marketing materials in the conference tote bag	You can include your marketing materials in the conference tote bag	You can include your marketing materials in the conference tote bag	
Your logo will be on the conference tote bag	Your logo will be on the conference tote bag		
You will be listed as the sponsor of the Track of your choice throughout the conference	You will be listed as one of the reception sponsors		

\*\* Not soliciting; content with MCAP approval.

In order to include your information in our conference program, we must have all camera ready material by **March 15, 2016**

## EXHIBITOR PACKAGES



### Premium Location Exhibit Rate: \$500

- One exhibit table and chair
- Conference registration for 1 person
- Your logo in our conference program

### Great Location Exhibit Rate: \$325

- One exhibit table and chair
- Conference registration for 1 person

### Additional Representative \$200

One additional representative per company who is exhibiting and not attending the conference may register at this rate. Staff from the company who are attending the conference should register as an attendee.

## TOTE BAG SPONSORSHIP

- Purchase and have printed 350 conference bags of your choice (upon approval of MCAP).
- Your logo will go on the front along with MCAP's logo; Platinum and Silver sponsor logo's will go on the back.

**No charge beyond the cost of the bags.**



## CONFERENCE ADVERTISING

### Conference Program Booklet Ad

*(8-1/2" x 11" pages)*

- Full-Page Ad: \$500
- Half-Page Ad: \$300
- Quarter-Page Ad: \$200

Tote Bag Insert (you supply) \$200

In order to include your information in our conference program, we must have all camera ready material by **March 15, 2016**



# MCAP Human Services Conference

## Partners in Excellence

Sheraton Baltimore North, Towson, MD

May 3-5, 2016

### SPONSORSHIP ■ EXHIBITOR ■ TOTE ■ AD Agreement

#### Primary Contact Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

#### Participation Agreement

YES! Please accept this agreement as my commitment to participate in the MCAP Human Services 2016 Conference.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Sponsorship

- Platinum - \$15,000\*\*
- Gold - \$10,000\*\*
- Silver - \$5,000
- Silver - \$2,500

\*\* Check for availability. These levels are limited.

#### Exhibitor

- Free with any sponsorship
- Premium - \$500
- Great - \$325
- Additional Table Representative @ \$200 = \_\_\_\_\_

#### Program Ad

- Free with any sponsorship
- Full-Page - \$500
- Half-Page - \$300
- Quarter-Page - \$200

#### Tote Bag Sponsor

- No charge with bag purchase

#### Total Amount Due:

\$ \_\_\_\_\_

Remember to add 2.5% to the total if using a credit card.

#### Tote Bag Insert

- (you supply) \$200

#### Submission Information

Mail completed agreement & **check** (payable to MCAP) or Purchase Order to:  
 Maryland Community Action Partnership (MCAP)  
 420 Chinquapin Round Road  
 2nd Floor, Suite 2-1  
 Annapolis, Maryland 21401

Purchase Order # \_\_\_\_\_

#### Credit Card (a 2.5% processing fee will be added)

- Visa  Mastercard  Discover  American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Email address \_\_\_\_\_

Specifications for submitting your logo/ad will be provided upon receipt of this agreement. Questions? Call Sue Gove at 412.431.5087 or email [sgove@gove.org](mailto:sgove@gove.org) or Syd Sheehy at 724.687.7004 or email [syds@gove.org](mailto:syds@gove.org).

**Thank you for your commitment and support of MCAP and our 2016 Human Services Conference.**