

SPONSORSHIP, EXHIBIT AND ADVERTISING OPPORTUNITIES



COMMUNITY ACTION PARTNERSHIP ANNUAL CONVENTION

**COMMUNITY ACTION 2015:
EMPOWERING FAMILIES,
TRANSFORMING COMMUNITIES**

August 25–28, 2015

San Francisco Marriott Marquis
San Francisco, California

INCREASE YOUR VISIBILITY TO THE COMMUNITY ACTION NETWORK!

Sponsorship, Exhibit, & Advertising Opportunities



Community Action Partnership is the nonprofit, national membership organization representing the interests of the 1,100 Community Action Agencies (CAAs) across the country that annually helps the 17 million low-income Americans achieve economic security. Whether it's a Head Start program, weatherization, job training, housing, food bank, energy assistance, financial education, or any of the other 40+ distinct programs, CAAs work to make America a better place to live.

Community Action Partnership 2015 Annual Convention

The Community Action Partnership Annual Convention is the largest gathering of regional, state, and local Community Action Agencies in the United States. In 2015, we are at the table with more partners than ever before and our network has been in the forefront of program and community development. During this Convention we will come together to showcase our strengths, strategies and achievements and share our very best practices in management, program, and capacity building. There is change ahead of us—for the better—as Community Action evolves, reinvents, and continues to achieve excellence. This year, with the purchase of an exhibit booth, vendors will have an opportunity to join Denise Harlow, CEO of Community Action Partnership at a special “Meet and Greet” reception.

Sponsorship Opportunities— Support the Community Action Network

Make the Partnership Connections — Become a Sponsor

Extend your brand identity and marketing capabilities with a strong visible presence at the Community Action Partnership Annual Convention. Let the Partnership customize a unique sponsorship package for you. Take advantage of the opportunity to tie your brand identity not only to Community Action Partnership but to the educational aspects of this conference.

The Partnership Annual Convention is a capacity-building opportunity unmatched anywhere else. Presented by and for professionals who truly understand the potential of Community Action and the challenges they face, the Convention provides essential up-to-date information, training, technical assistance and access to knowledge not available elsewhere. All Partnership Convention sponsors will be invited to join CEO, Denise Harlow, at a “Meet and Greet” reception.

Platinum Sponsors \$50,000

- Name and company logo included on special signage outside Ballroom and Exhibit Hall area
- Acknowledgement in the Annual Convention Program and on Partnership web site.
- Logo and name displayed on large screen in Ballroom

- Acknowledged at a Convention General Session and opportunity for brief remarks to audience of 1,000 +
- Complimentary Exhibit Booth and full page advertisement in the Program Book
- Product placement on conference tote bag or other item
- Co-sponsor option for a Convention meal function or Partnership Reception

Gold Sponsor \$25,000

- Name and company logo included on special signage outside the Exhibit Hall area
- Acknowledgement in the Annual Convention Program and on Partnership web site
- Logo and name displayed on large screen in Ballroom
- Acknowledgement at a Convention General Session
- Complimentary Exhibit Booth and half-page advertisement
- Co-sponsor option for Convention meal function

Silver Sponsor \$10,000

- Name and company logo included on special signage
- Acknowledgement in the Annual Convention Program and on Partnership web site
- Acknowledged at a Convention general session with name and logo displayed on the large screen
- Exhibit Booth and a quarter-page advertisement in the Program Book.
- Co-sponsor of a specific award, Convention Snack break, or product

Copper Sponsor \$5000

- Networking Break: a time when all attendees gather in the Exhibit Hall to learn about the latest trends for Community Action Agencies, meet new colleagues and exchange ideas with trusted friends. Your company will be recognized and showcased throughout the networking break. Raffle prizes will be presented during this break.
- Acknowledgement in the Annual Convention Program and on Partnership web site.

EXHIBIT HALL HOURS

TUESDAY, AUGUST 25

- 10:00 am - 6:00 pm

WEDNESDAY, AUGUST 26

- 8:00 am – 5:00 pm

THURSDAY, AUGUST 27

- 8:00 am – 12:00 noon

Exhibitor Opportunities

The Community Action Partnership Exhibit Hall is a bustling hub of activity where members of the Community Action Network from across the country come to get insight on products, programs, and service that will enhance their efforts to fight poverty on the local and state level. The Exhibit Hall will be information central and you'll want to be on hand to distribute materials, conduct product demonstrations, and meet one-on-one with convention participants.

Why Should You Join Us? Because You Will be Talking to the Right People

This Convention offers you the chance to discuss your products and services with the actual decision makers from the agencies and organizations in our Network. The Convention attendees administer programs that spend billions of dollars in the fight to reduce poverty in this country. These programs include weatherization, community economic development, housing, transportation, literacy, food programs, Head Start and early childhood, and much more.

Exhibitor Benefits

- Attend a special "Meet and Greet" reception with the Partnership CEO
- Access to workshops and general sessions, including the opening breakfast
- 2015 Community Action national directory
- Listing in the Annual Convention Program Book and the Partnership website
- All 8 x 10 carpeted exhibit booths include skirted table, two chairs, waste basket and you sign

Advertising

Place an advertisement in our Annual Convention program book and it will be referred to during and after the convention. Ads are a great way to boost your recognition and position your company as a leading vendor and supporter of the Community Action Network. **An additional advertising opportunity for 2015:** display your logo and message on the large screen in the ballroom during all general sessions for only \$250.

The San Francisco Marriott Marquis

The San Francisco Marriott Marquis, our Convention hotel, is in a perfect location to explore the wonders of this wonderful city – by foot, trolley, or public transit – it's easy and fun! The hotel is conveniently located in the heart of downtown San Francisco, close to the world-class shopping destination of Union Square, a 15 minute walk to Chinatown and Little Italy.

COMMUNITY ACTION PARTNERSHIP 2015 ANNUAL CONVENTION

Registration Form for Sponsors, Advertisers, and Exhibitors

COMMUNITY ACTION 2015: EMPOWERING FAMILIES, TRANSFORMING COMMUNITIES

SPONSORSHIP

- ☐ Platinum Level (\$50,000)
- ☐ Gold Level (\$25,000)
- ☐ Silver Level (\$10,000)
- ☐ Copper Level (\$5,000)

Please see descriptions of the different sponsor levels on the previous page.

Community Action Partnership greatly values all sponsors and corporate or non-profit partners. If you would like to talk with us about sponsorships at an alternative level, please contact Avril Weisman aweisman@communityactionpartnership.com.

TOTAL SPONSORSHIP \$ _____

EXHIBITOR

- ☐ 8' X 10' Standard Booth
Preferred /Member \$1000
Non-member \$1100
- ☐ 8' X 10' Premium (end) Booth
Preferred /Member \$1600
Non-member \$2000
- ☐ Large-screen display in the ballroom during general sessions \$250

Exhibitor Passport prize: A cost effective way to get recognition and drive members to your booth. Provide a prize and receive a "thank you" recognition in the Convention "Daily News. (Gift cards are always appreciated.)

- ☐ Yes, we will provide a prize for the Prize Give-Away

Specify Organization for Signage

Exhibitor Deadline July 17, 2015

TOTAL EXHIBITOR \$ _____

PROGRAM BOOK ADVERTISEMENTS

- ☐ Inside Front Cover \$2000
- ☐ Inside Back Cover \$1700
- ☐ Back Cover \$2000
- ☐ Full Page \$1300
- ☐ Half Page \$850
- ☐ Quarter Page \$650
- ☐ COMBO PACKAGE -\$150
Combine a booth and any full, half or quarter page ad and receive \$150 discount from the total price.
- ☐ Large-screen display in the ballroom during general sessions \$250

Submit ads electronically as press-quality PDFs to Dini Stewart: dstewart@communityactionpartnership.com

Ad Deadline July 17, 2015

TOTAL ADVERTISOR \$ _____

PAYMENT

- ☐ Enclosed is my check or Purchase Order for \$ _____
- ☐ Please charge \$ _____ to my Visa/MC/Amex/Discover card (circle one) # _____ Expiration ____/____/____

Name on card _____

Company _____

Organization Contact Information: Name _____ Email _____

Phone: _____ Fax: _____ Website: _____

Address: _____ City: _____ State: _____ Zip: _____

Exhibitor Name(s) and title as they should appear on badge and program book. Please include email address

Organization Name for Listing in Program Book and Signage _____

Organization Description: Please provide a brief description of your organization for the convention program book (limited to 50 words please)

Any questions on exhibits or ads? Please contact Sranda Watkins: swatkins@communityactionpartnership.com or (202) 449-9773

Fax or mail to: Community Action Partnership, 1140 Connecticut Avenue, NW, Suite 1210, Washington, DC 20036

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