



National Charity League, Inc.[®]

MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER

We Are One

Empowering Women for Generations

Annual Meeting & Leadership Conference

April 18–20, 2018

Long Beach Convention Center

SPONSORSHIP OPPORTUNITIES

Support of the nation's largest multi-generational mother-daughter volunteer organization

Engage and network with influential and motivated female leaders

Share valuable intelligence, insights, perspectives and opinions

Demonstrate support for over 3,000 philanthropies with NCL sponsorship



THE **X** FACTOR & NCL SPONSORSHIP

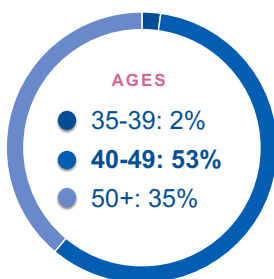
Women are the nation's top consumers, representing over \$7 trillion in purchasing power. They make 85% of all consumer purchases and hold over 60% of all U.S. personal wealth. This advises who is making more brand decisions.

If those figures aren't compelling enough, take into account that 64% of young women ask their mother's advice before purchasing a new product. Brand loyalty is created early in a girl's development. Feminine mystique is no mystery, as figures testify.

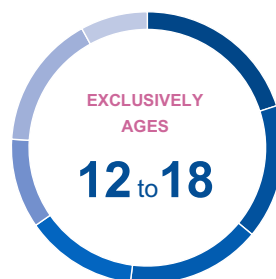


Member Snapshot

MOTHERS



DAUGHTERS



HIGH INCOME BRACKET

\$150K+: 77% | \$100K – \$150K: 16%

HIGHLY MOTIVATED

Employed: 61% | At-home mom: 38%

COLLEGE EDUCATED

College degree: 53% | Post-graduate degree: 38%

SPONSORSHIP INVITATION

NCL Sponsorship activates brands, NCL Members and the communities and philanthropies NCL serves. Sponsors receive participation in key events and exposure to our 60,000+ Members and over 240 Chapters. Sponsors may obtain up to 500,000 brand impressions when championed by NCL's public relations and marketing.

You are invited to support NCL, Inc. Annual Meeting and Leadership Conference, our most important event, at one of the levels suggested below:

SPONSORSHIP LEVELS

Champion (\$25,000)

Premier presence at NCL Annual Meeting & Leadership Conference

- Conference Package (*Keynote Speaker, Featured Video, Gift Bag Opportunities, Program Cover with 1 full-page color Recognition, all Signage*)
- Opening Night, Luncheon Recognition (*4 tickets to Luncheon, VIP seating*)
- Welcome Bag
- Name/Logo Recognition on NCL Corporate Website (*6 months*)
- Recognition in NCL Corporate Newsletter and Press Release
- Partner promotion on NCL's Social Media Platforms

Advocate (\$15,000)

- Conference Package (*Panel Speaker, Gift Bag Opportunities, Program Interior ½ page full color Recognition, Signage*)
- Luncheon, President's Club & Leadership Recognition (*2 tickets to Luncheon*)
- Welcome Bag
- Name/Logo Recognition on NCL Corporate Website (*2 months*)
- Recognition in NCL Corporate Newsletter
- Mentions in NCL's Social Media

Friend (\$10,000)

- President's Club Recognition
- Full-page black & white Recognition in Conference Program
- Name/Logo Recognition on NCL Corporate Website (*1 month*)
- Recognition in NCL Corporate Newsletter
- Signage at Conference
- Mentions in NCL's Social Media

SPONSORSHIP LEVELS

Partner (\$5,000)

Underwriting partners help cover individual components of the conference costs. NCL will offer a sponsor mention in the program, customize signage and offer other opportunities to meet partner objectives.

- Event Program
- Welcome Bag
- Networking Reception
- Workshop

Supporter (\$2,500)

- ½ page black & white Recognition in Conference Program
- Name/Logo Recognition on NCL Corporate Website (1 month)
- Mentions in NCL's Social Media

Individual

- Business card size Name/Logo Recognition in Conference Program (\$1,000)
- Individual Sponsor Mention (\$500)

Please fill out the Sponsorship Agreement on the last page.





MESSAGE FROM NCL'S EXECUTIVE DIRECTOR/CEO

In 2018, NCL is focusing on women's and children's challenges. We believe by working together with our Sponsors and by taking the lead where those need it most, we can create a powerful ripple effect upon society. Our world is forever elevated by each good deed.

This Conference will highlight NCL's impact empowering generations of female leaders and the power they have when working together as one.

As a hands-on partner to over 3,000 philanthropies, NCL Members donate over 1.4 million hours annually to our partners, making a \$30 million-dollar national fiscal impact.* NCL assists more organizations than any other non-profit by contributing feet on the ground, direct involvement.

Now serving 26 states, NCL is on course to serve all 50 states. NCL has grown 65% in the past decade.

Sponsorships allow us to do more and be more. Our Sponsors help us empower today's girls to become tomorrow's leaders and to create meaningful, positive change for the communities we serve.

Renée Tuzee

Renée Tuzee





ABOUT NCL

Since 1925, generations of NCL mothers and their daughters (*ages 12–18*) have engaged in a Six Year Core Program of community service, leadership development and cultural experiences. Mothers mentor daughters through a loving, character building relationship.

NCL sustains over 160,000 active Members and Alumnae in over 240 Chapters nationwide. NCL's Chapters are each 501(c)3 organizations, independently governed by a volunteer board of directors.

[Watch our video >](#)



PAST NCL SPONSORS

Dior



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SPANX[®]
BY SARA BLAKELY[®]

TIFFANY & CO.

NORDSTROM



fatboy[®]

starwood
Hotels and
Resorts

FOR FURTHER INFORMATION ON SPONSORSHIP:

Contact:

Iris Swinea
Director of Programs and Communications

714-966-1005 X202

iris.swinea@nclonline.org

www.nationalcharityleague.org

National Charity League, Inc. shall conduct its affairs with respect to Membership and volunteer selection, and employment practices in conformity with the anti-discrimination laws of the State of California, and shall not discriminate against mothers and daughters of any race, religion, sexual orientation or national origin who agree to, and conduct themselves in a manner consistent with the Mission and goals of National Charity League, Inc., and who demonstrate an interest in developing as leaders and are committed to serving their communities.

Credits: U.S. Bureau of Labor Exchange, the national average of a volunteer hour is valued at \$23.56 per hour. She-economy 2017, Forbes 2015, The Next Web 2012, 2016 NCL Experience Survey

SPONSORSHIP AGREEMENT

Please fill in and print the requested information as it shall appear in printed and digital materials:

Name _____

Title _____

Company _____

Address _____

City _____

State & Zip Code _____

Telephone/Fax _____

Email _____

Please indicate sponsorship choice:

Champion \$25,000

Partner \$5,000

Advocate \$15,000

Supporter \$2,500

Friend \$10,000

Individual \$1,000 \$500

Please mail this agreement and check payable to National Charity League, Inc. to:

**We Are One Annual Meeting & Leadership Conference
C/O National Charity League, Inc., 959 South Coast Drive, Suite 225,
Costa Mesa, CA 92626**

Phone: (714) 966-1005 X202

Fax: (714) 966-1022

Terms and Conditions:

- Package or level may be tailored to meet the needs of each sponsor.
- Priority for sponsor opportunities is based on confirmed payment received in full and in a timely manner to meet conference production deadlines.
- NCL's Board of Directors reserves the right to approve all sponsors.