

2022 LEADERSHIP CONFERENCE

# THRIVE



*National Charity League, Inc.®*

## ENVISION 100

April 22-23, 2022

## Sponsorship Opportunities

## SPONSORSHIP & EXHIBITOR OPPORTUNITIES

[www.nationalcharityleague.org](http://www.nationalcharityleague.org) >

National Charity League, a fast-growing association of over 280 local philanthropic organizations in 31 states, is gathering its leaders for the National Charity League Annual Meeting & Leadership Conference. You could be part of the action, with the opportunity to reach over 200,000 members and alumnae!

More than 1,600 attendees are expected to participate our virtual conference. If you want to engage with a dynamic group of moms who are also leaders, influencers, and active volunteers in their local communities, this event is the place to be.



### *Why we hope you'll join us*



#### CONNECT

- Exchange ideas about social impact with women community leaders who are responsible for nearly 3 million volunteer hours annually in their local communities
- Nearly 70% of our adult volunteer leaders are working professionals with the majority in careers with household incomes over \$150,000



#### SHOWCASE

- Demonstrate to these community influencers, who also serve more than 6,000 philanthropic partners, how your company can help support volunteers, philanthropy partners and the millions of people who receive their help
- Showcase your products and services in a personal and friendly setting



#### ENGAGE

- Women control \$40 trillion in spending and influence 83% of all consumer spending in the U.S
- Gen Z is the largest generation of consumers in 2021, and 94% of households say she influences their purchases
- Acknowledge her power, engage and learn what you can do for her



“

National Charity League  
has helped my daughter see  
herself in a different way...  
that she is part  
of something bigger —  
a culture that supports  
giving back.

”

## Fast Facts

CONFERENCE  
ATTENDEES

1600

MEMBERS  
AND ALUMNAE

200,000

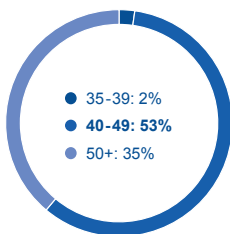
10 YEAR MEMBER  
GROWTH

90%

NUMBER OF  
U.S. STATES

31

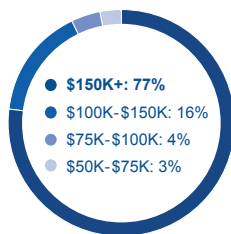
MOTHERS | AGES



DAUGHTERS | AGES



HOUSEHOLD | INCOME



## SOCIAL CAUSES



Hunger



Homelessness



Disabled



Seniors



Women



Child & Youth



Community



Family



Health



Military



Education



Animals

NONPROFIT PARTNERS

6,000+



*National Charity League develops a new generation of leaders and a new generation of people who have a heart for their community.*



## VIRTUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



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

(Exclusive Program Sponsorship Included) Inquire for details

- Logo and link posted on public website under Sponsors
- Logo and link placement on conference app or website
- Promotions in email communications related to Conference
- Spotlight in Member Newsletters (2x per year)
- Logo included in Annual Impact Report
- Rotating banner on app & conference website
- Highlighted on social media (2x per month)
- Homepage placement on conference website
- Sponsor video during Conference (2 min max)
- Recognition during Opening/General session



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

(Exclusive Program Sponsorship Included) Inquire for details

- Logo and link posted on public website under Sponsors
- Logo and link placement on conference app or website
- Promotions in email communications related to Conference
- Spotlight in Member Newsletters (2x per year)
- Logo included in Annual Impact Report
- Rotating banner on app & conference website
- Highlighted on social media (1x per month)
- Homepage placement on conference website
- Sponsor video during Conference (2 min max)



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

- Logo and link posted on public website under Sponsors
- Logo and link placement on conference app or website
- Promotions in email communications related to Conference
- Spotlight in Member Newsletters (2x per year)
- Logo included in Annual Impact Report
- Rotating banner on app & conference website
- Highlighted on social media (6x per year)



### **Bronze - \$500**

- Logo and link posted on public website under Sponsors
- Logo and link placement on conference app or website
- Promotions in email communications related to Conference

### **Want More?**

Add \$250 to any of the above packages and get your logo on one session from the agenda (max 4 sessions) and logo placement on live stream (approx. 45 mins).

## VIRTUAL EXHIBITOR OPPORTUNITY

### *Yellow Rose Exhibitor - \$300*

The Yellow Rose Marketplace is a special conference-only marketplace where exhibitors can virtually showcase their goods and services.

#### EXHIBITOR BENEFITS

- Exhibitor listing with logo and link on conference app & website
- One hour open Zoom Room to present product to attendees
- Link on public website under Yellow Rose Exhibitor
- Exposure to 200,000+ NCL members and alumnae



***For Sponsorship or Exhibitor Inquiries please contact:***

**Katie Earnhart**

(714) 966-1005 x207 | [Sponsorship@nclonline.org](mailto:Sponsorship@nclonline.org)  
[nationalcharityleague.org](http://nationalcharityleague.org)

*We will customize a sponsor or exhibitor opportunity for you!*



*National Charity League, Inc.*  
MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER

# SPONSORSHIP AGREEMENT

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

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

Company \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State & Zip Code \_\_\_\_\_

Telephone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Please indicate sponsorship choice:

Conference Sponsorship

☐ Platinum \$15,000

☐ Gold \$10,000

☐ Silver \$5,000

☐ Bronze \$500

Exhibitor Opportunities

☐ Yellow Rose Marketplace \$300

Sponsorship Add-On

☐ Logo Placement \$250/ea - Qty: \_\_\_\_\_

Signature and title of authorized representative

Date

Email this agreement to [Katie.Earnhart@nclonline.org](mailto:Katie.Earnhart@nclonline.org).

Mail and make check payable to:

Annual Meeting & Leadership Conference  
C/O National Charity League, Inc.  
P.O. Box 60272  
Irvine, CA 92602

Attn: Tia Kline

Phone: (714) 966-1005 X202

Prefer to pay online? Click [HERE](#) to select your sponsorship level & process payment.

**Terms and Conditions:**

- The 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.