

WE ARE ONE

Leading with Hearts and Hands



National Charity League, Inc.®

ANNUAL MEETING & LEADERSHIP CONFERENCE

Gaylord Texan Resort & Convention Center

APRIL 22-24, 2020

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

www.nationalcharityleague.org >

National Charity League, a fast-growing association of 268 local philanthropic organizations in 27 states with 73,000 hands-on volunteer Members and over 200,000 Alumnae, is gathering its leaders for the National Charity League Annual Meeting & Leadership Conference. You could be part of the action!

More than 800 attendees are expected to participate. 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 in Dallas



CONNECT

- Exchange ideas about social impact with women community leaders who are responsible for 2.7 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 4,000 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 on track to be the largest generation of consumers by 2020, and 93% 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

800+

MEMBERS AND ALUMNAE

73,000

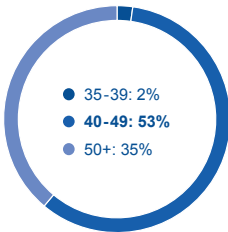
10 YEAR MEMBER GROWTH

67%

NUMBER OF U.S. STATES

27

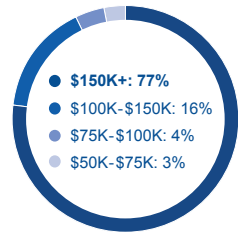
MOTHERS | AGES



DAUGHTERS | AGES



HOUSEHOLD | INCOME



SOCIAL CAUSES



Hunger



Homelessness



Disabled



Seniors



Women



Child & Youth



Community



Family



Health



Military



Education



Animals

NONPROFIT PARTNERS

4,000+

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

CONFERENCE SPONSORSHIP OPPORTUNITIES



Anniversary Partner - \$50,000

(Exclusive Opportunity)

- Co-Presenter at opening general session for Annual Meeting and Leadership Conference
- Signage at 18 Fall District Meeting attended by 2000 key stakeholder members
- Logo on in slide presentations at Annual Meeting and Leadership Conference and Fall District Meeting
- General session room appreciation signature banner at both conferences
- Appreciation signage at the registration desk *(both conferences)*
- Lanyard sponsor
- Conference bag insert 8½ x 11 full color
- VIP table at Philanthropy Friday luncheon
- Opening evening reception invitation
- Invitation to a networking event
- Exhibitor table at Yellow Rose Marketplace
- Prominent recognition and logo placement on mobile app as lead sponsor
- Lead sponsor logo placement on conference web pages
- Lead sponsor logo in conference promotional emails to 70,000 members
- Social media appreciation for 3 months



Champion - \$25,000

- Opening evening reception invitation and stage recognition
- General session room appreciation signature banner
- Appreciation signage at the registration desk
- Conference bag insert 8½ x 11 full color
- VIP table at Philanthropy Friday luncheon
- Invitation to the networking event
- Appreciation signage at the opening evening reception
- Exhibitor table at Yellow Rose Marketplace
- Prominent recognition and logo placement on all conference materials, including program mobile app
- Sponsor logo placement on conference web pages
- Sponsor logo in conference promotional emails to 70,000 members
- Social media appreciation for 1 month



Advocate - \$10,000

- President's Club: Chapter Leaders Sessions *(two)* featured appreciation banners at Leadership Conference
- Leaders Sessions appreciation recognition
- Conference bag insert ½ page full color
- VIP table at Philanthropy Friday luncheon
- Appreciation recognition in conference program app
- Invitation to opening evening reception
- Invitation to a networking event
- Exhibitor table at Yellow Rose Marketplace
- Supporter logo placement on conference web pages
- Appreciation recognition in conference promotional emails to 70,000 members
- Pre-conference social media appreciation



Guardian - \$5,000

- Networking event food station appreciation signage
- Recognition signage at networking stations
- Conference bag insert full-color 4 x 6 *(or other insert)*
- Appreciation recognition in conference program app
- Supporter logo placement on the conference web page
- Invitation to Philanthropy Friday luncheon
- Invitation to opening evening reception
- Appreciation recognition in conference promotional emails to 70,000 members
- Pre-conference social media appreciation



Friend - \$3,000

- Signage recognition at morning fitness sessions
- Recognition signage at the breakfast station
- Appreciation recognition in conference program app
- Supporter logo placement on the conference web page
- Conference bag insert ½ page full color
- Invitation to a networking session



EXHIBITOR OPPORTUNITY

Yellow Rose Exhibitor - \$2,000

The Yellow Rose Marketplace is a day-to-evening high visibility showcase where products and services are presented in the event's Registration area and during an evening Welcome Reception.

EXHIBITOR TABLE

- Standing banner for exhibitor table
- Logo and description in exhibitor directory
- Invitation to opening evening networking reception
- Recognition on conference web page
- Recognition in pre-conference email to conference attendees



For Sponsorship or Exhibitor Inquiries please contact:

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nationalcharityleague.org

We will customize a sponsor or exhibitor opportunity for you!



National Charity League, Inc.

MOTHERS & DAUGHTES SERVING COMMUNITIES TOGETHER