



## 2020-21 SPONSORSHIP OPPORTUNITIES

*All sponsorship rates listed are for NCEDA members. Please contact Liz Dobbins-Smith with any sponsorship questions or to inquire about membership: [liz@nceda.org](mailto:liz@nceda.org) or 888.246.2332.*

***NCEDA is your partner for success!***

The North Carolina Economic Development Association's sponsorship opportunities place your brand in front of economic development practitioners, partners and allies across the state – whether we meet in person or virtually! NCEDA provides a diverse array of opportunities. Let us assist you in reaching your target audience with the right vehicle and message.



# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## ANNUAL PARTNERSHIPS

### PATRON SPONSOR • \$2,500

#### Benefits:

- Recognition as a Patron Sponsor in all printed/digital materials for each of the three NCEDA conferences – Fall, Spring and Annual – and all other events during the year (\$1,500 value)
- Feature article highlighting your organization in one edition of the NCEDA e-newsletter (\$500 value)
- Company logo with link to your website on NCEDA's homepage rotating banner (\$1,500 value)
- Company logo with link to your website on right column of NCEDA's bi-weekly e-newsletter (\$1,500 value)
- Company logo with link to your website on NCEDA's Corporate Sponsors page (\$500 value)

**TOTAL VALUE: \$5,500**

### DOGWOOD SPONSOR • \$5,000

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Choice of one of the following:
  - Recognition as a Program Sponsor at each conference – Fall, Spring and Annual, during the 2019-20 program year with opportunity to increase level at a pro-rated amount if desired (\$1,500 value)
  - Five complimentary NCEDA memberships during the 2020-21 program year (\$1,475 value)
  - Combination of the above (sponsorships and memberships) equaling to \$1,500 value
- Signage as a Dogwood Sponsor at the five NCEDA Board of Directors' Meetings (\$1,000 value)

**TOTAL VALUE: \$8,000**

### LONG LEAF PINE SPONSOR • \$7,500

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Program Sponsor at each conference – Fall, Spring and Annual – during the year with opportunity to increase level at a pro-rated amount if desired (\$1,500 value)
- Recognition as a Program Sponsor at all other NCEDA events during the year, including but not limited to the Networking Luncheons, Regional Luncheons and Emerging Executives Forum (\$1,250 value)
- Signage as a Long Leaf Pine Sponsor at the five NCEDA Board of Directors' Meetings (\$1,500 value)
- Headline sponsor of the NCEDA e-newsletter sponsor in 2 issues of your choice (\$500 value)
- Two complimentary NCEDA memberships during 2020-21 program year (\$590 value)

**TOTAL VALUE: \$10,840**

### CARDINAL SPONSOR • \$10,000

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Bronze Sponsor at each conference – Fall, Spring and Annual – during the year with opportunity to increase level at a pro-rated amount if desired (\$3,000 value)
- Recognition as a Program Sponsor at all other NCEDA events during the year, including but not limited to the Networking Luncheons, Regional Luncheons and Emerging Executives Forum (\$1,250 value)
- Signage as a Cardinal Sponsor at the five NCEDA Board of Directors' Meetings (\$1,500 value)
- Headline sponsor of the NCEDA e-newsletter sponsor in 4 issues of your choice (\$1,000 value)
- Four complimentary NCEDA memberships during 2020-21 program year (\$1,180 value)

**TOTAL VALUE: \$13,430**

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## DIGITAL OPPORTUNITIES

### WEBSITE

NCEDA's website, [www.nceda.org](http://www.nceda.org), is where members of the economic development community go for the latest news, information, and resources. You must be a Patron Sponsor to be included in the rotating slide show on the website's homepage. Patron sponsorships are \$2,500 annually.

### NCEDA HOSTED WEBINAR PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

#### Benefits:

- *Naming rights (i.e. NCEDA Webinar sponsored by 'company name')*
- *Opportunity to offer welcoming remarks*
- *Four complimentary webinar registrations*
- *Company logo included on webinar registration webpage and during webinar*

### MEMBER HOSTED WEBINAR SPONSOR • \$500 (LIMITED)

Members can host a webinar on a topic that is relevant to NCEDA's member community sharing valuable and expert content. Host sponsors are responsible for confirming topic/content and presenters. NCEDA will provide the virtual platform and promote the webinar to its membership. Topics, content and speakers must be approved by NCEDA to ensure it does not conflict with already scheduled webinars/events.

#### Benefits:

- *Naming rights (i.e. NCEDA Webinar presented by 'company name')*
- *Company logo included on webinar registration webpage and other promotion*
- *Opportunity to provide valuable content and showcase your expertise to the NCEDA membership*

### E-NEWSLETTER HEADLINE SPONSOR • \$250

NCEDA's e-newsletter is distributed approximately 25 times per year and provides news, intelligence, and customized content for members of the association. Only one headline sponsor per edition. Sponsor's logo and brief ad will be placed at the top of the newsletter layout for maximum exposure.

*Ad specifications: company logo as a .jpg or .png, URL link to desired landing page, and compelling text up to 140 characters that promotes a call to action.*

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## NETWORKING / REGIONAL LUNCHEON OPPORTUNITIES

At least four luncheons will be held this program year around the state – Eastern NC, Central/Piedmont region, Triad region and Western NC. Anticipated attendance is 25-50 at each (depending on state gathering mandates)

### PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

#### Benefits:

- Naming rights (i.e. NCEDA Networking/Regional Luncheon presented by 'company name')
- Four complimentary luncheon registrations
- Company logo on event registration webpage
- Company logo on all event materials and signage
- Company logo on name badges for the event
- Verbal recognition from the podium

### GOLD SPONSOR • \$750

#### Benefits:

- Three complimentary luncheon registrations
- Company logo on event registration webpage
- Company logo on all event materials and signage
- Verbal recognition from the podium

### SILVER SPONSOR • \$500

#### Benefits:

- Two complimentary luncheon registrations
- Company logo on event registration webpage
- Company logo on all event materials and signage
- Verbal recognition from the podium

### PROGRAM SPONSOR • \$250

#### Benefits:

- One complimentary luncheon registration
- Company name on event registration webpage
- Company name on all event materials and signage
- Verbal recognition from the podium

**CONFERENCE SPONSORSHIP OPPORTUNITIES WILL BE ANNOUNCED SOON!**