



2021-22 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 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 2021-22 SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNERSHIPS

CARDINAL SPONSOR • \$10,000

Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Bronze Sponsor at each conference during the year (Fall, Spring and Annual) 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 Emerging Executives Forum, networking luncheons and virtual events/webinars (\$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 2021-22 program year (\$1,180 value)

TOTAL VALUE: \$13,430

LONG LEAF PINE SPONSOR • \$7,500

Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Program Sponsor at each conference during the year (Fall, Spring and Annual) 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 Emerging Executives Forum, networking luncheons and virtual events/webinars (\$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 2021-22 program year (\$590 value)

TOTAL VALUE: \$10,840

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 during the year (Fall, Spring and Annual) with opportunity to increase level at a pro-rated amount if desired (\$1,500 value)
 - Five complimentary NCEDA memberships during the 2021-22 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

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 Annual Sponsors page (\$500 value)

TOTAL VALUE: \$5,500

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

DIGITAL OPPORTUNITIES

WEBSITE

NCEDA's website, www.nceda.org, is where members of the economic development community go for the latest news, information, and resources. You must be an Annual Sponsor to be included in the rotating slide show on the website's homepage. Annual sponsorships start at \$2,500 and are detailed on page two.

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 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 webpage and other promotion*
- *Opportunity to provide valuable content and showcase your expertise to the NCEDA membership*

VIRTUAL NETWORKING POWER HOUR/MINI WEBINAR PRESENTING SPONSOR • \$500 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. NCEDA Power Hour sponsored by 'company name')*
- *Opportunity to offer welcoming remarks*
- *Company logo included on registration webpage and during event*

E-NEWSLETTER HEADLINE SPONSOR • \$250 (EXCLUSIVE)

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 2021-22 SPONSORSHIP OPPORTUNITIES

NETWORKING LUNCHEON OPPORTUNITIES

Six networking luncheons will be held this program year around the state: Asheville, Wilmington, Raleigh, Greensboro, Charlotte and Greenville. Anticipated attendance is 100+ in Raleigh and anywhere from 25-75 at the others.

PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. NCEDA Raleigh Networking Luncheon presented by 'company name')*
- *Four complimentary luncheon registrations*
- *Opportunity to provide brief welcoming remarks*
- *Company logo on event registration webpage and 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 and all event materials and signage*
- *Verbal recognition from the podium*

SILVER SPONSOR • \$500

Benefits:

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

PROGRAM SPONSOR • \$250

Benefits:

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

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2021 FALL CONFERENCE

October 12 – 13 • Greensboro

Attendance is anticipated to be 250+

PRESENTING SPONSOR \$5,000 (EXCLUSIVE)

Benefits:

- Naming rights (i.e. 2021 NCEDA Fall Conference presented by 'company name')
- Recognition as 'Presenting Sponsor' on all event collateral
- Two complimentary member registrations (must register spouse/guest separately)
- Opportunity to provide brief morning welcoming remarks
- One complimentary exhibit table
- Company logo on event registration webpage, all conference materials and signage
- Company logo on name badges for the conference
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

GOLD SPONSOR \$2,500

Benefits:

- Recognition as 'Gold Sponsor' on all event collateral
- Choice to sponsor one of the following for added recognition:
 1. Tuesday Welcoming Reception Co-Sponsor (co-sponsored by three Gold Sponsors - sign with company logos displayed during reception)
 2. Wednesday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)
 3. Wednesday Luncheon (sign with company logo displayed during luncheon)
 4. WiFi (sign with company logo displayed during general session)
- One complimentary member registration (must register spouse/guest separately)
- One complimentary exhibit table
- Company logo on event registration webpage, all conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

SILVER SPONSOR \$1,500

Benefits:

- Choice to exclusively sponsor one of the following for added recognition:
 1. Tuesday New Member / Emerging Executives Reception (to be held prior to Welcoming Reception – sign with company logo displayed during reception)
 2. Tuesday Welcoming Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)
 3. Highlighters, Lanyards, Notepads or Pens (sponsor company provides item with their company logo that is distributed to attendees during general session)
- Company name on event registration webpage, all conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2021 FALL CONFERENCE CONTINUED

BRONZE SPONSOR \$1,000

Benefits:

- Recognition as 'Bronze Sponsor' on all event collateral
- Choice to exclusively sponsor one of the following for added recognition:
 1. Tuesday Registration Refreshments (sign with company logo displayed during registration)
 2. Wednesday Networking Break (sign with company logo displayed during networking break)
 3. Candy Basket Sponsor (sign with company logo by candy basket on the registration desk for duration of conference)
 4. Productivity Bell (company logo signage by bell on the registration desk for duration of conference – bell will be rung at the end of networking breaks)
- Company name on event registration webpage, all conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

PROGRAM SPONSOR \$500

Benefits:

- Recognition as 'Program Sponsor' on all event collateral
- Company name on event registration webpage, all conference materials and signage
- Company name included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

2022 EMERGING EXECUTIVES FORUM

January 24-25 • Virtual

Attendance is anticipated to be 50-75

PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

Benefits:

- Naming rights (i.e. 2022 NCEDA Emerging Executives Forum presented by 'company name')
- Four complimentary member registrations
- Opportunity to provide brief morning welcoming remarks
- Company logo on event registration webpage, all forum materials and signage
- Company logo included in sponsorship slideshow presented during forum
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE /EVENT OPPORTUNITIES

2022 EMERGING EXECUTIVES FORUM CONTINUED

SILVER SPONSOR • \$750

Benefits:

- *Recognition as 'Silver Sponsor' on all event collateral*
- *Three complimentary member registrations*
- *Company name on event registration webpage, all forum materials and signage*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the podium*

BRONZE SPONSOR • \$500

Benefits:

- *Recognition as 'Bronze Sponsor' on all event collateral*
- *Two complimentary member registrations*
- *Company name on event registration webpage, all forum materials and signage*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the podium*

PROGRAM SPONSOR • \$250

Benefits:

- *Recognition as 'Program Sponsor' on all event collateral*
- *One complimentary member registration*
- *Company name on event registration webpage, all forum materials and signage*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the podium*

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE

March 13-15 • Pinehurst

Attendance is anticipated to be 250+ with 15-20 site selectors

PRESENTING SPONSOR \$10,000

Benefits:

- Recognition as 'Presenting Sponsor' on all event collateral
- Opportunity to give welcoming remarks at one segment of the conference:
 - Sunday Evening Welcoming Dinner
 - Monday Morning General Session
 - Tuesday Morning General Session
- Recognition as sponsor(s) of the Sunday evening VIP cocktail reception with site selection consultants and NCEDA Board of Directors (sign with company logos displayed during the reception, logos incorporated into table centerpieces and verbal recognition during brief welcoming remarks from NCEDA President)
- Opportunity to have up to ten full-conference registrants from your organization attend the Sunday evening VIP cocktail reception
- Company logo on gift bags distributed to site selection consultants
- Company logo on name badges for the conference
- Company logos incorporated into table centerpieces for the Tuesday morning general session
- Three complimentary full-conference registrations (March 13-15; must register spouse/guest separately)
- Three complimentary standard conference registrations (March 14-15; must register spouse/guest separately)
- Opportunity to register additional attendees at discounted rate for the full conference
- Opportunity to provide small item with company logo that is distributed in site selectors gift bag
- One complimentary exhibit table
- Company logo on event registration webpage, all conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium at each segment of the conference

TITANIUM SPONSOR \$7,500

Benefits:

- Recognition as 'Titanium Sponsor' on event collateral
- Opportunity to sponsor one of the following for additional recognition:
 - Sunday Welcoming Dinner Co-Sponsor (co-sponsored by two Titanium sponsors – sign with company logos displayed during dinner and logos incorporated into table centerpieces)
 - Monday Dinner Reception Co-Sponsor (co-sponsored by three Titanium Sponsors – sign with company logos displayed during reception and logos incorporated into table centerpieces)
 - WiFi (sign with company logo displayed throughout conference, and company logo on collateral distributed to all attendees with internet login instructions)
- Opportunity to have one conference registrant from your organization attend the Sunday evening VIP cocktail reception with site selection consultants and NCEDA Board of Directors
- Two complimentary full-conference registrations (March 13-15; must register spouse/guest separately)
- Two complimentary standard conference registrations (March 14-15; must register spouse/guest separately)
- Opportunity to register additional attendees at discounted rate for the full conference
- Opportunity to provide small item with company logo that is distributed in site selectors gift bag
- One complimentary exhibit table
- Company logo on event registration webpage, conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE CONTINUED

PLATINUM SPONSOR \$5,000

Benefits:

- Recognition as 'Platinum Sponsor' on event collateral
- Recognition as sponsors of the Monday morning 'Consultant Roundtables Session' (sign with company logos displayed during the session, logos incorporated into table centerpieces and verbal recognition from the podium)
- One complimentary full-conference registration (March 13-15; must register spouse/guest separately)
- One complimentary partial conference registration (March 14-15; must register spouse/guest separately)
- Opportunity to register additional attendees at discounted rate for the full conference
- Opportunity to provide small item with company logo that is distributed in site selectors gift bag
- One complimentary exhibit table
- Company logo on event registration webpage, conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

GOLD SPONSOR \$2,500

Benefits:

- Recognition as 'Gold Sponsor' on event collateral
- Opportunity to sponsor one of the following for additional recognition:
 - Monday Networking Breakfast Co-Sponsor (co-sponsored by two Gold sponsors – sign with company logos displayed during breakfast)
 - Tuesday Networking Breakfast Co-Sponsor (co-sponsored by three Gold Sponsors – sign with company logos displayed during reception)
 - Turn Down Service (two opportunities – card with company logo distributed to site selection consultants on either Sunday or Monday night with turn down service –sponsor can also supply a branded item that would be distributed with card)
 - Monday Emerging Executives Reception (to be held prior to Dinner Reception – sign with company logo displayed during reception)
 - Highlighters, Lanyard, Notepads, Pens or other Promotional Item (sponsor company provides item with their company logo that is distributed to attendees during general session)
- One complimentary standard conference registration (March 14-15; must register spouse/guest separately)
- Opportunity to register attendees at discounted rate for the full conference
- Company name on event registration webpage, conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE CONTINUED

SILVER SPONSOR \$1,500

Benefits:

- Recognition as 'Silver Sponsor' on event collateral
- Opportunity to sponsor one of the following for additional recognition:
 - Sunday Welcoming Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)
 - Monday Dinner Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)
 - Monday Optional Activity (recognition as sponsor of your choice of one of the afternoon optional activities)
- Opportunity to register attendees at discounted rate for the full conference
- Company name on event registration webpage, conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

BRONZE SPONSOR \$1,000

Benefits:

- Recognition as 'Bronze Sponsor' on event collateral
- Opportunity to sponsor one of the following for additional recognition:
 - Monday Morning Networking Break (sign with company logo displayed during networking break)
 - Monday Afternoon Registration Refreshments (sign with company logo displayed during registration)
 - Tuesday Morning Networking Break (sign with company logo displayed during networking break)
 - Candy Basket Sponsor (company logo signage by candy basket on the registration desk for duration of conference)
 - Productivity Bell (company logo signage by bell on the registration desk for duration of conference – bell will be rung at the end of networking breaks)
- Company name on event registration webpage, conference materials and signage
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

PROGRAM SPONSOR \$500

Benefits:

- Recognition as 'Program Sponsor' on event collateral
- Company name on event registration webpage, conference materials and signage
- Company name included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 LEGISLATIVE DAY

June 8 • Legislative Complex • Raleigh

Attendance is anticipated to be 100+

PRESENTING SPONSOR • \$1,500 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. NCEDA 2022 Legislative Day, presented by 'company name')*
- *Six complimentary breakfast registrations*
- *Opportunity to provide brief morning welcoming remarks*
- *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 • \$1,000

Benefits:

- *Four complimentary breakfast 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 breakfast registrations*
- *Company name on event registration webpage*
- *Company name on all event materials and signage*
- *Verbal recognition from the podium*

PROGRAM SPONSOR • \$250

Benefits:

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

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 ANNUAL CONFERENCE

June 14 – 16 • Holiday Inn Resort • Wrightsville Beach

Attendance is anticipated to be 250+

PRESENTING SPONSOR • \$5,000 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. 2022 NCEDA Annual Conference presented by 'company name')*
- *Two complimentary member registrations (must register spouse/guest separately)*
- *Opportunity to provide brief morning welcoming remarks*
- *Company logo on event registration webpage, all forum materials and signage*
- *Company logo on name badges for the forum*
- *Company logo on gift given to conference registrants*
- *One complimentary exhibit table*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

GOLD SPONSOR • \$2,500

Benefits:

- *Recognition as 'Gold Sponsor' on all event collateral*
- *Choice to sponsor one of the following for added recognition:*
 1. *Wednesday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
 2. *Thursday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
 3. *Tuesday New Member / Emerging Executives Reception (to be held prior to Welcoming Reception – sign with company logo displayed during reception)*
 4. *WiFi (sign with company logo displayed during general session)*
- *One complimentary member registration (must register spouse/guest separately)*
- *One complimentary exhibit table*
- *Company logo on event registration webpage, all conference materials and signage*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

SILVER SPONSOR • \$1,500

Benefits:

- *Recognition as 'Silver Sponsor' on all event collateral*
- *Choice to exclusively sponsor one of the following for added recognition:*
 1. *Tuesday or Wednesday Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)*
 2. *Highlighters, Lanyards, Notepads or Pens (sponsor company provides item with their company logo that is distributed to attendees during general session)*
 3. *Wednesday Networking Break (sign with company logo displayed during networking break)*
 4. *Thursday Networking Break (sign with company logo displayed during networking break)*
- *Company name on event registration webpage, all conference materials and signage*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2022 ANNUAL CONFERENCE CONTINUED

BRONZE SPONSOR • \$1,000

Benefits:

- *Recognition as 'Bronze Sponsor' on all event collateral*
- *Choice to exclusively sponsor one of the following for added recognition:*
 1. *Tuesday Registration Refreshments (sign with company logo displayed during registration)*
 2. *Tuesday or Wednesday Optional Activity (sign with company logo displayed at activity)*
 3. *Candy Basket Sponsor (sign with company logo by candy basket on the registration desk for duration of conference)*
 4. *Productivity Bell (company logo signage by bell on the registration desk for duration of conference – bell will be rung at the end of networking breaks)*
- *Company name on event registration webpage, all conference materials and signage*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

PROGRAM SPONSOR • \$500

Benefits:

- *Recognition as 'Program Sponsor' on all event collateral*
- *Company name on event registration webpage, all conference materials and signage*
- *Company name included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*