



2023-24 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 2023-24 SPONSORSHIP OPPORTUNITIES

ANNUAL PARTNERSHIPS

CARDINAL SPONSOR • \$10,000

Benefits:

- Recognition as a Cardinal Sponsor with all benefits listed at 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 2022-23 program year (\$1,180 value)

TOTAL VALUE: \$13,430

LONG LEAF PINE SPONSOR • \$7,500

Benefits:

- Recognition as a Long Leaf Pine Sponsor with all benefits listed at 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 2022-23 program year (\$590 value)

TOTAL VALUE: \$10,840

DOGWOOD SPONSOR • \$5,000

Benefits:

- Recognition as a Dogwood Sponsor with all benefits listed at 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 2022-23 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 2023-24 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 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*

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 association members. 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 2023-24 SPONSORSHIP OPPORTUNITIES

NETWORKING LUNCHEON OPPORTUNITIES

Six networking luncheons will be held this program year around the state: Charlotte, Wilmington, Raleigh, Greenville, Greensboro and Asheville. Anticipated attendance is 100+ in Raleigh and anywhere from 30-75 at the others.

PRESENTING SPONSOR • \$1,500 (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 • \$1,000

Benefits:

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

SILVER SPONSOR • \$750

Benefits:

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

PROGRAM SPONSOR • \$500

Benefits:

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

NCEDA 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2023 FALL CONFERENCE

October 9-10 • Asheville

Attendance is anticipated to be 250+

PRESENTING SPONSOR • \$5,000 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. 2023 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. *Monday Welcoming Reception Co-Sponsor (co-sponsored by three Gold Sponsors - sign with company logos displayed during reception)*
 2. *Tuesday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
 3. *Tuesday 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. *Monday New Member / Emerging Executives Reception (to be held prior to Welcoming Reception – sign with company logo displayed during reception)*
 2. *Monday Welcoming Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)*
 3. *Highlighters, Koozies, 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 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2023 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. Monday Registration Refreshments (sign with company logo displayed during registration)
 2. Tuesday 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)
 5. Monday Optional Activity (sign with company logo displayed at activity)
- 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
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2024 EMERGING EXECUTIVES FORUM

Date TBD • Location TBD

Attendance is anticipated to be 50+

PRESENTING SPONSOR • \$1,500 (EXCLUSIVE)

Benefits:

- Naming rights (i.e. 2024 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 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE /EVENT OPPORTUNITIES

2024 EMERGING EXECUTIVES FORUM CONTINUED

GOLD SPONSOR • \$1,000

Benefits:

- *Recognition as 'Gold 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*

SILVER SPONSOR • \$500

Benefits:

- *Recognition as 'Silver 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*

2024 SPRING CONFERENCE

March 5-6 • Pinehurst

Attendance is anticipated to be 250+

PRESENTING SPONSOR • \$5,000 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. 2024 NCEDA Spring 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*

NCEDA 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2024 SPRING CONFERENCE CONTINUED

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)
- 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. WiFi (sign with company logo displayed during general session)
 4. Highlighters, Koozies, 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

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)
 5. Tuesday Optional Activity (sign with company logo displayed at activity)
- 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 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2024 SPRING CONFERENCE CONTINUED

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*
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2024 LEGISLATIVE DAY

Date TBD • Legislative Complex • Raleigh

Attendance is anticipated to be 100+

PRESENTING SPONSOR • \$1,500 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. NCEDA 2024 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*

PROGRAM 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*

NCEDA 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2024 ANNUAL CONFERENCE

Date TBD • Location TBD

Attendance is anticipated to be 250+

PRESENTING SPONSOR • \$7,500 (EXCLUSIVE)

Benefits:

- Naming rights (i.e. 2024 NCEDA Annual Conference, presented by 'company name')
- Recognition as 'Presenting Sponsor' on all event collateral
- Three 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

PLATINUM SPONSOR • \$5,000

Benefits:

- Recognition as 'Platinum Sponsor' on all event collateral
- Choice to sponsor one of the following for added recognition:
 1. Tuesday Welcoming Reception Sponsor (sign with company logos displayed during reception)
 2. Wednesday Networking Dinner Reception Co-Sponsor (co-sponsored by two Platinum Sponsors – sign with company logos displayed during reception)
- Two complimentary member registrations (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

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

NCEDA 2023-24 SPONSORSHIP OPPORTUNITIES

CONFERENCE / EVENT OPPORTUNITIES

2024 ANNUAL CONFERENCE CONTINUED

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, Koozies, 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

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. Candy Basket Sponsor (sign with company logo by candy basket on the registration desk for duration of conference)
 3. 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)
 4. Tuesday or Wednesday Optional Activity (sign with company logo displayed at activity)
- 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