National Charity League, Inc.

ENVISION 100
EMPowering CommUNITY
2021 LEADERSHIP CONFERENCE

Sponsorship Opportunities
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

National Charity League, a fast-growing association of over 280 local philanthropic organizations in 30 states with over 70,000 hands-on volunteer Members and over 200,000 members and 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

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 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

www.nationalcharityleague.org
Fast Facts

```
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.
```

**CONFERENCE ATTENDEES**: 800+

**MEMBERS AND ALUMNAAE**: 200,000

**10 YEAR MEMBER GROWTH**: 71%

**NUMBER OF U.S. STATES**: 30

**MOTHERS | AGES**
- 35-39: 2%
- 40-49: 53%
- 50+: 35%

**DAUGHTERS | AGES**
- 12 to 18

**HOUSEHOLD | INCOME**
- $150K+: 77%
- $100K-$150K: 16%
- $75K-$100K: 4%
- $50K-$75K: 3%
- $50K-$100K: 4%

**SOCIAL CAUSES**
- Hunger
- Homelessness
- Disabled
- Seniors
- Women
- Child & Youth
- Community
- Family
- Health
- Military
- Education
- Animals

**NONPROFIT PARTNERS**: 6,000+

*National Charity League, Inc. Annual Impact Report: https://www.nationalcharityleague.org/who-we-are/*
CONFEERENCE SPONSORSHIP OPPORTUNITIES

Platinum - $25,000
(Exclusive Conference Sponsorship Opportunity)
• Co-branded individual conference keepsake boxes (1,500 boxes)
• 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
(Program Sponsorship Included)
• 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

All sponsorship benefits provided through 12/2021

National Charity League develops a new generation of leaders and a new generation of people who have a heart for their community.
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
- Open Zoom Room to present product to attendees
- Logo and link on public website under sponsors
- Access to 200,000+ NCL members and alumnae

For Sponsorship or Exhibitor Inquiries please contact:

Katie Earnhart
(714) 966-1005 x207 | Sponsorship@nclonline.org
nationalcharityleague.org

We will customize a sponsor or exhibitor opportunity for you!
SPONSORSHIP AGREEMENT

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

Name ________________________________________________________________
Title ________________________________________________________________
Company ____________________________________________________________
Address _____________________________________________________________
City ________________________________ State & Zip Code ________________
Telephone/Fax ________________________________
Email ________________________________

Please indicate sponsorship choice:

Conference Sponsorship                      Exhibitor Opportunities
☐ Platinum $25,000                          ☐ Yellow Rose Marketplace $300
☐ Gold $10,000                               ☐
☐ Silver $5,000                              ☐
☐ Bronze $500                               ☐

Signature and title of authorized representative __________________________ Date ________________

Mail this agreement and check payable to National Charity League, Inc. to:

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

Att: Tia Kline
Phone: (714) 966-1005 X202
Fax: (714) 966-1022

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.