National Community Development Association

2020 NCDA Winter Conference Sponsorship Opportunities

The National Community Development Association (NCDA) invites your organization to sponsor NCDA's 51st Winter Conference. The conference will be held in Washington, DC on January 29-31, 2020.

Why Sponsor? Do you have a product, service or technology you want to introduce to NCDA's audience? Sponsorship of the conference allows you to network with current and potential clients and cultivate business relationships. You will generate new leads and increase your organization's visibility.

Who are NCDA's Members? NCDA is a membership organization comprised of over 400 local government agencies (cities and counties) that administer community development, affordable housing, homelessness, and economic development funding through the U.S. Department of Housing and Urban Development. NCDA members are responsible for program planning, implementation, management, and monitoring of the following federal programs.

- Community Development Block Grant (CDBG) Program
- CDBG Disaster Recovery (CDBG-DR) Program
- HOME Investment Partnerships (HOME) Program
- Section 108 Loan Guarantee Program
- Emergency Solutions Grants (ESG) Program
- Continuum of Care Program
- Housing for Persons with AIDS (HOPWA) Program
- Choice Neighborhoods Program
- Lead-Based Paint programs

Please see the sponsorship levels on the next page. If you have any questions or need additional information to participate as a sponsor, please contact Vicki Watson, Executive Director, NCDA, at 540-656-9552 or at vwatson@ncdaonline.org.

We appreciate your consideration and thank you in advance for your support!

2020 NCDA Winter Conference Sponsorship Levels and Benefits

Gold: $5,000
- Two complimentary full conference registrations
- Three additional free admissions to the reception and two free admissions to the awards luncheon
- One six-foot exhibit table with electricity
- Premier placement of exhibit table
- One full-page ad in the conference program
- Sponsor's logo and website link posted on the NCDA conference web page
- Sponsor's logo published in the conference program
- Recognition from the podium as a top-level sponsor
- Sponsor name badge ribbon
- Opportunity to acquire add-on items (see below)
- Opportunity to sponsor additional activities (see below)

Silver: $3,500
- One complimentary full conference registration
- Two additional free admissions to the reception and one free admission to the awards luncheon
- ½ page ad in the conference program
- Sponsor's logo posted on the NCDA conference web page
- Sponsor's logo published in the conference program
- Sponsor name badge ribbon
- Opportunity to acquire add-on items (see below)
- Opportunity to sponsor additional activities (see below)

Bronze: $2,000
- 1 registration at 50% off
- One additional free admission to the reception
- ¼ page ad in the conference program
- Sponsor's logo published in the conference program
- Sponsor name badge ribbon
- Opportunity to acquire add-on items (see below)
- Opportunity to sponsor additional activities (see below)

Emerald: $1,000
- 1 registration at 25% off
- Business card size ad in the conference program
- Sponsor's logo published in the conference program
- Sponsor name badge ribbon
- Opportunity to acquire add-on items (see below)
- Opportunity to sponsor additional activities (see below)

Add-on Items
- One six-foot exhibit table with electricity: $500
- Additional Ads:
  - Full page ad: $500
  - ½ page ad: $250
  - ¼ page ad: $125
- Early access to the conference registration list with contact information: $2,000*

Additional Conference Sponsorship Opportunities

NCDA Reception at the Hotel (Thursday evening): $1,500 (5 sponsorships available)
  - *Sponsor recognition in the conference program*

Awards Luncheon (Friday): $1,500 (5 sponsorships available)
  - *Sponsor recognition in the conference program*

Breakfast: $1,500 (5 sponsorships available)
  - *Sponsor recognition in the conference program*

*Early access one week prior to the conference; excel format
Note: All exhibit tables will be draped and come with two chairs and one wastebasket

Ad Specifications

Program Guide Ad Sizes

	Full Page	½ Page	¼ Page	Business Card Size
Dimensions (width x height)	8-1/2 x 11 inches	8-1/2 x 5-1/2 inches	4-1/4 x5-1/2 inches	3.5 x 2 inches

Please send the ads as electronic files in one of the following formats.

- Press-optimized PDF
- Illustrator EPS file with all fonts saved as outlines

Sizes above include live area. Artwork may be in color or black/white with a minimum resolution of 300 dpi.

Please note: If your ad bleeds (any image or color touching any edge), your file must include a .125" bleed area on all sides. Please keep all type .125" from any edge.

Please e-mail your logo and ad for the conference program to Vicki Watson at vwatson@ncdaonline.org **no later than January 8, 2020.**