



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 / REGIONAL LUNCHEON OPPORTUNITIES

Six networking luncheons will be held this program year around the state: Asheville, Wilmington, Raleigh, Winston-Salem or Greensboro, Concord 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 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*

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE 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 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 31 – February 1 • Location TBD

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')
- Two complimentary member registrations
- 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 included in sponsorship slideshow presented during forum
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE OPPORTUNITIES

2022 EMERGING EXECUTIVES FORUM CONTINUED

GOLD SPONSOR • \$1,000

Benefits:

- Recognition as 'Gold Sponsor' on all event collateral
- Choice to sponsor one of the following for added recognition:
 1. Welcoming Reception Sponsor (sign with company logo displayed during reception)
 2. Networking Breakfast (sign with company logo displayed during breakfast)
 3. Networking Luncheon (sign with company logo displayed during luncheon)
- One complimentary member registration
- 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

SILVER SPONSOR • \$750

Benefits:

- Recognition as 'Silver Sponsor' on all event collateral
- Choice to sponsor one of the following for added recognition:
 1. Welcoming Reception Desserts (sign with company logo by dessert display)
 2. Candy Basket Sponsor (sign with company logo by candy basket during general session)
 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 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
- 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
- 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 OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE

March 13-15 • Pinehurst

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

PRESENTING SPONSOR \$10,000 (EXCLUSIVE)

Benefits:

- *Naming rights (i.e. 2022 NCEDA Site Selectors Showcase / Spring Conference presented by 'company name')*
- *Recognition as 'Presenting Sponsor' on all event collateral*
- *Two complimentary VIP registrations (March 13-15; must register spouse/guest separately)*
- *Two complimentary conference registrations (March 14-15; must register spouse/guest separately)*
- *Opportunity to register additional attendees at discounted rate for VIP segment of the event*
- *One complimentary exhibit table*
- *Company logo on gift bags distributed to site selection consultants*
- *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*

TITANIUM SPONSOR \$5,000

Benefits:

- *Recognition as 'Titanium Sponsor' on all event collateral*
- *Choice to sponsor one of the following:*
 - *Sunday VIP Dinner Reception Co-Sponsor (co-sponsored by two Titanium sponsors – sign with company logos displayed during reception and dinner)*
 - *Monday Dinner Reception Co-Sponsor (co-sponsored by three Titanium Sponsors – sign with company logos displayed during reception)*
 - *Hotel Key Cards (company logo / design on hotel key cards that are used during the full conference)*
 - *Site Selectors Travel and Lodging (co-sponsored by four Titanium sponsors -card with company logos distributed to site selector attendees)*
- *One complimentary VIP registration (March 13-15; must register spouse/guest separately)*
- *One complimentary conference registration (March 14-15; must register spouse/guest separately)*
- *Opportunity to register additional attendees at discounted rate for VIP segment of the event*
- *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 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE CONTINUED

GOLD SPONSOR \$2,500

Benefits:

- *Recognition as 'Gold Sponsor' on all event collateral*
- *Choice to sponsor one of the following:*
 - *Site Selector Gift (4 opportunities – company logo on smaller item distributed in site selectors gift bag)*
 - *Monday Networking Breakfast (sign with company logo displayed during breakfast)*
 - *Tuesday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors – sign with company logos displayed during reception)*
 - *Turn Down Service (card with company logo distributed to all Grove Park Inn guests with turn down service – opportunity to supply an additional item that would be distributed with card)*
 - *WiFi (sign with company logo displayed throughout conference, and company logo on collateral distributed to all attendees with internet login instructions)*
- *One complimentary conference registration (March 14-15; must register spouse/guest separately)*
- *Opportunity to register at discounted rate for VIP segment of the event*
- *One complimentary exhibit table*
- *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*

SILVER SPONSOR \$1,500

Benefits:

- *Recognition as 'Silver Sponsor' on all event collateral*
- *Choice to exclusively sponsor one of the following:*
 - *Sunday Welcoming Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)*
 - *Monday Emerging Executives Reception (to be held prior to Dinner Reception – sign with company logo displayed during reception)*
 - *Monday Dinner Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)*
 - *Highlighters, Lanyard, Notepads or Pens (sponsor company provides item with their company logo that are 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 OPPORTUNITIES

2022 SITE SELECTORS SUMMIT / SPRING CONFERENCE CONTINUED

BRONZE SPONSOR \$1,000

Benefits:

- Recognition as 'Bronze Sponsor' on all event collateral
- Choice of one of the following:
 - Monday Optional Activity (recognition as sponsor of your choice of one of the afternoon optional activities)
 - Monday Registration Refreshments (sign with company logo displayed during registration)
 - Tuesday 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, 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 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
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

NCEDA 2021-22 SPONSORSHIP OPPORTUNITIES

CONFERENCE OPPORTUNITIES

2022 ANNUAL 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 two 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 Reception Co-Sponsor (co-sponsored by three Gold Sponsors - sign with company logos displayed during reception)*
 4. *Thursday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
 5. *WiFi (sign with company logo displayed during general session)*
- *One complimentary member registration (must register spouse/guest separately)*
- *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 New Member / Emerging Executives Reception (to be held prior to Welcoming Reception – sign with company logo displayed during reception)*
 2. *Tuesday or Wednesday 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)*
 4. *WiFi Sponsor (sign with company logo displayed 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 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 or Wednesday Optional Activity (sign with company logo displayed at activity)*
 2. *Tuesday Registration Refreshments (sign with company logo displayed during registration)*
 3. *Wednesday Networking Break (sign with company logo displayed during networking break)*
 4. *Thursday Networking Break (sign with company logo displayed during networking break)*
 5. *Candy Basket Sponsor (sign with company logo by candy basket on the registration desk for duration of conference)*
 6. *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*