



National Children's  
Advocacy Center

2016

# Sponsorship Opportunities



With your help, we are  
providing

*hope*

Every day, the staff and volunteers of the National Children's Advocacy Center provide hope and healing to children in Madison County who have been traumatized by abuse, often at the hands of someone they know and trust. Your continued support of the NCAC is making a difference in the lives of these innocent children, and improving our community's health and economic viability.

Hope will light the way.



THE  
*Protectors' Circle*

THE JOY OF  
HOPE  
CAMPAIGN



THE  
*Protectors' Circle*

This annual giving initiative raises funds to support the NCAC's mission of promoting excellence in child abuse response and prevention through service, education, and leadership.

*We are truly grateful for your continued support.*

Thank you for the difference you are making in the lives of these children.



THE JOY OF  
HOPE  
CAMPAIGN

WAYS TO GIVE

BY MAIL: Return your donation in the remittance envelope provided.

ONLINE: [www.nationalcac.org](http://www.nationalcac.org)

TEXT: HOPE85 to 41444

Hope will light the way.

By making a year-end gift, you are helping us serve as a beacon of HOPE for victims of child abuse. Thank you for being a part of our circle. Your donation is 100% tax deductible.

Every Protector will receive a monthly e-newsletter, a listing in the annual report, a tribute card, and a small token of our appreciation.



**National Children's  
Advocacy Center**

National Children's Advocacy Center  
210 Pratt Avenue Huntsville, Alabama 35801  
[www.nationalcac.org](http://www.nationalcac.org) 256.533.KIDS (5437)



NATIONAL  
CHILDREN'S  
ALLIANCE®

ACCREDITED  
MEMBER



#12031



United Way  
of Madison County



# Sponsorship Menu

Please indicate the sponsorship(s) that you or your company/organization desire to partner with the National Children's Advocacy Center in 2016.

Company/Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number/Email \_\_\_\_\_

Contact Name Signature \_\_\_\_\_

## Community Partners

Corporate Annual Gift \$5,000

## Superheroes Run/Block Party

at NCAC April 3, 2016

- Champion Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$3,000
- Bronze Sponsor \$1,500
- Trophy Sponsor \$500
- Blue Ribbon Sponsor \$100

## September Celebration

Place: TBD September 16, 2016

- Presenting Sponsor (1) \$10,000
- Benefactor Sponsor (4) \$5,000
- Patron Sponsor (10) \$3,000
- Sustainer Sponsor (25) \$1,000
- We are unable to commit to a sponsorship at this time, but we will purchase a table of 8 for the September Celebration for \$1,000. We understand this does not include marketing or publicity such as sponsors receive.

Invoice me on this date: \_\_\_\_\_

Enclosed is our check in the amount of \$ \_\_\_\_\_ (Payable to the National Children's Advocacy Center)

Please charge our credit card as follows:  VISA  MasterCard  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

## Aim for Advocacy Sporting Clay Event

at Limestone Hunting Preserve - TBD

- Golden Trigger Sponsor \$10,000
- 12-Gauge Sponsor \$5,000
- Range Sponsor \$3,000
- Round Sponsor \$1,500
- Station Sponsor \$250

## International Symposium on Child Abuse

at the Von Braun Center April 4-7, 2016

- Premier Sponsor (1) - \$30,000
- Technology Sponsor (1) - \$18,000
- Transportation Sponsor (1) - \$15,000
- Name Badge/Lanyards Sponsor (1) - \$10,000
- Tote Bag Sponsor (1) - \$10,000
- Custom Sponsor Package (Unlimited)

## Custom Sponsorship

We can assist you in customizing a sponsorship that suits you. Please call Caroline Canestrari at (256)327-3783 to discuss how we can work together.

Please return this form to: Development Department,

210 Pratt Ave. Huntsville, AL, email [ccanestrari@nationalcac.org](mailto:ccanestrari@nationalcac.org) or fax (256) 327-3864



## Community Partners

Our *Community Partners* are our closest ally in the fight against child abuse. The *Community Partners* do not support any one “event.” As a NCAC *Community Partner*, your company will join the NCAC in our efforts to end child abuse all year round. With your help, we can stop child abuse...one child at a time.

### For your \$5,000 sponsorship, you receive,

- Listed as a *Community Partner* on the NCAC website, with link to your site. We also ask that you add a logo and link to the NCAC to your business website, our website receives approximately 35,000 visits per month and over 420,000 visits per year.
- Company logo to be included on all email blasts that are sent to over 3,000 email addresses per month
- Recognition as *Community Partner* at all NCAC events
- Company logo on *Community Partner* master banner for use at all events held on the NCAC campus
- Each *Community Partner* receives a feature post on the NCAC Blog and listing on the NCAC Facebook page
- Your company is recognized on the NCAC *Campus Donor Wall*
- Your company is recognized in the digital NCAC *Gratitude Report* that is accessible on the NCAC website and distributed by email to approximately 1,500 people per year
- The National Children’s Advocacy Center serves as a resource for your company for child abuse issues, including training, guidance and input from the trained professionals on staff at the NCAC



# Super Heroes Run Event

**Sunday, April 3, 2016**

This family-friendly, fun event celebrates April as Child Abuse Prevention month. The entire community is invited to our campus to enjoy and participate in the Superheroes 5K/1M & Fun Run, along with games and activities at our free family block party.

## Champion Sponsor

**With your \$7500 sponsorship, you receive:**

- Name/logo listed as premiere sponsor on all event material, media and advertising\*
- Name/logo listed as premiere sponsor on FRONT of t-shirts
- Company signage at registration
- Acknowledgement in all planned media opportunities and public service announcements\* (where permitted)
- Your brochure, sample or coupon given to all participants in swag bag
- Name/logo recognition in event related email blasts\*
- Listed as sponsor on banner start/finish line
- Listed as sponsor on website, with link to your site
- Opportunity to distribute product/promotional material event day
- Sponsor provided banner at mile marker/water station or company signage at event
- Listing in the digital NCAC *Gratitude Report*
- 12 Complimentary race entries

**SUPERHEROES**



**5K/1M & Fun Run**

## Gold Sponsor

**With your \$5000 sponsorship, you receive:**

- Name/logo listed as presenting sponsor on all event material, media and advertising\*
- Name/logo listed as presenting sponsor on of t-shirts
- Company signage at registration
- Acknowledgement in all planned media opportunities and public service announcements\* (where permitted)
- Your brochure, sample or coupon given to all participants in swag bag
- Name/logo recognition in event related email blasts\*
- Listed as sponsor on banner start/finish line
- Listed as sponsor on website, with link to your site
- Opportunity to distribute product/promotional material event day
- Sponsor provided banner at mile marker/water station or company signage at event
- Listing in the digital NCAC *Gratitude Report*
- 10 Complimentary race entries

## Silver Sponsor

### With your \$3000 sponsorship, you receive:

- Acknowledgement in all planned media opportunities and public service announcements\* (where permitted)
- Your brochure, sample or coupon given to all participants in swag bag
- Name/logo recognition in event related email blasts\*
- Listing on race t-shirts (BACK) and event related materials\*
- Listed as sponsor on banner start/finish line
- Listed as sponsor on website, with link to your site
- Opportunity to distribute product/promotional material event day
- Sponsor provided banner at mile marker/water station or company signage at event
- Listing in the digital NCAC *Gratitude Report*
- 8 Complimentary race entries

## Bronze Sponsor

### With your \$1500 sponsorship, you receive:

- Your brochure, sample or coupon given to all participants in swag bag
- Listing on race t-shirts (BACK) and event related materials\*
- Listed as sponsor on banner start/finish line
- Listed as sponsor on website, with link to your site
- Opportunity to distribute product/promotional material race day
- Sponsor provided banner at mile marker/water station or company signage at event
- Listing in the digital NCAC *Gratitude Report*
- 6 Complimentary race entries

## Trophy Sponsor

### With your \$500 sponsorship, you receive:

- Listing on race t-shirts (BACK) and event related materials\*
- Sponsor provided banner at mile marker/water station or company signage at event
- Listing in the digital NCAC *Gratitude Report*
- 2 Complimentary race entries

## Blue Ribbon Sponsor

### With your \$100 sponsorship, you receive:

- A sign on the race route and to display during the month of April, with your company logo, NCAC logo and it will read as - "This business supports the NCAC and April as National Child Abuse Prevention Month"

\* **We must have your commitment before March 1, 2016, in order to guaranteed placement in all event related materials, emails and media opportunities. For more information please call the Development Department at (256) 327-3783.**



# September Celebration

*"An Evening of Caring & Commitment"*

## September Celebration Event

### September 16, 2016

The *September Celebration* is the NCAC's largest fundraiser of the year. This year is our 15th annual event at a location to be determined featuring heavy hors d'oeuvres, open bar, live and silent auctions, and live entertainment. Event is subject to change due to weather or other circumstances. If any changes are made, you will be notified immediately.

### *Presenting Sponsor*

**Only 1 Opportunity Available**

**With your \$10,000 sponsorship, you receive:**

- Public recognition in all event publicity
- Highlighted in event public service announcements (where permitted)
- Recognition from the podium on the night of the event
- Highlighted on local news publicity shows
- NCAC campus Donor Wall recognition
- Recognition on NCAC website and Facebook page
- Listing in the 2016 event program and digital NCAC *Gratitude Report*
- 16 tickets with designated seating

### *Benefactor Sponsor*

**Only 4 Opportunities Available**

**With your \$5,000 sponsorship, you receive:**

- NCAC campus Donor Wall recognition
- Recognition from the podium on the night of the event
- Recognition on NCAC website and Facebook page
- Listing in the 2016 event program and digital NCAC *Gratitude Report*
- 8 tickets with designated seating

## Patron Sponsor

With your \$3,000 sponsorship, you receive:

- NCAC campus Donor Wall recognition
- Recognition on NCAC website and Facebook page
- Listing in the 2016 event program and digital NCAC *Gratitude Report*
- Multimedia recognition at the event
- 6 tickets with designated seating

10 Opportunities Available

## Sustainer Sponsor

With your \$1,000 sponsorship, you receive:

- Recognition on NCAC website and Facebook page
- Listing in the 2016 event program and digital NCAC *Gratitude Report*
- Multimedia recognition at the event
- 2 tickets with designated seating

25 Opportunities Available

**\*\*We can assist you in putting together a sponsorship package that suits you.  
Please call Caroline Canestrari (256) 327-3783 to discuss how we can work together.**







# Sporting Clay Event

## **Date: TBD**

Sporting Clay is one of the fastest growing sports in the country bringing you an exciting day of friendly competition and camaraderie at the Limestone Hunting Preserve. This event consists of four-man teams participating in morning and afternoon flights. Door prizes, raffle, catered lunch by Drake's Huntsville, and refreshments are all included with registration. Registration is available to individuals or teams, and sponsorships are also available.

- A truly unique experience for corporate teams and individual shooters alike.
- Awards for all shooting levels, cash prizes and raffle items.

All experience levels are welcome. Professional expert instructors will be on hand to assist you.

## *Golden Trigger Sponsor*

### **With your \$10,000 sponsorship, you receive:**

- Name/logo listed as presenting sponsor on all event material, media and advertising\*
- Banner displayed at event to be provided by sponsor
- Listing on [www.nationalcac.org](http://www.nationalcac.org) website
- Opportunity to distribute product/promotional material event day
- Opportunity to speak at event during announcements
- Includes four Shoot Team Registrations

## *12-Gauge Sponsor*

### **With your \$5,000 sponsorship, you receive:**

- Name/logo listed as presenting sponsor on all event material, media and advertising\*
- Banner displayed at event to be provided by sponsor
- Opportunity to distribute product/promotional material event day
- Includes three Shoot Team Registrations

## *Range Sponsor*

**With your \$3,000 sponsorship, you receive:**

- Name/logo listed as sponsor on all event material, media and advertising
- Banner displayed at event to be provided by sponsor
- Includes two Shoot Team Registrations

## *Round Sponsor*

**With your \$1,500 sponsorship, you receive:**

- Name/logo listed as sponsor on all event material, media and advertising
- Includes one Shoot Team Registration

## *Station Sponsor*

**With your \$250 sponsorship, you receive:**

- Signage at one station with your company logo

**We can assist you in putting together a sponsorship package that suits you.  
Please call Caroline Canestrari at (256) 327-3783 to discuss how we can work together.**



IT'S ALL ABOUT THE CHILDREN

# 32<sup>nd</sup> INTERNATIONAL SYMPOSIUM ON CHILD ABUSE

Huntsville \* Alabama

april 4 -7

\*\*\* 2016 \*\*\*



The Profession You Chose. The Work You Do. The Training We Offer.

## Annual Conference

### Premier Sponsor

1 Opportunity

**Why you should be the Premier Sponsor:** The Premier Sponsor at *Symposium* is a great opportunity for a company to be the *Symposium* partner. Your brand will be in front of all of the participants before, during, and after *Symposium*.

#### With your \$30,000 you receive:

- Logo displayed on water bottle given to every participant
- Logo on participant tote bag
- Promo item you provide in participant's tote bag
- In the *Symposium* Conference App, you will get a splash screen ad, 2 banner ads, sponsored listing, sponsored icon, interactive map listing, 1 push notification, 1 beacon alert
- Opening Session Spotlight - 5-10 min.
- Lunch Spotlight Video - 1-3 min.
- Prime exhibit space at *Symposium*, if desired
- Complimentary *Symposium* registrations (10)
- Logo displayed on announcement monitors and other A/V equipment as the Premier Sponsor
- Logo and website link in pre/post weekly *Symposium* emails
- Logo and website link on all *Symposium* materials and website
- Logo on banners and other signage throughout high traffic exhibit and participant areas
- Recognition in NCAC social media streams

## Technology Sponsor

1 Opportunity

**Why you should be the *Symposium* Technology Sponsor:** The technology sponsor plays a large role at *Symposium* by providing all the computers and iPads for participant registration/check-in, Wi-Fi for all participants, *Symposium* Conference App, and additional space for hands-on Learning Labs.

### **With your \$18,000 you receive:**

- Logo on Wi-Fi, app, computers and iPads used during *Symposium* as the technology sponsor.
- Logo on participant tote bag
- In the *Symposium* Conference App, you will get 1 banner ad, sponsored listing, interactive map listing, 1 push notification, 1 beacon alert post.
- Lunch Spotlight Video - 1-3 min.
- Prime exhibit space at *Symposium*, if desired
- Complimentary *Symposium* registrations (5)
- Logo and website link in pre/post *Symposium* emails
- Logo and website link on *Symposium* website
- Logo on banners and other signage throughout high traffic exhibit and participant areas
- Recognition in NCAC social media streams

## Transportation Sponsor

1 Opportunity

**Why you should be the *Symposium* Transportation Sponsor:** As a courtesy to *Symposium* participants, NCAC provides transportation to all *Symposium* activities during the week, and your brand will be prominently displayed on buses riding throughout the Huntsville area.

### **With your \$15,000 you receive:**

Logo on all buses used to transport participants for the week

- In the *Symposium* Conference App, you will get 1 banner ad, sponsored listing, interactive map listing, 1 beacon alert
- Logo on participant tote bag
- Prime exhibit space at *Symposium*, if desired
- Complimentary *Symposium* registrations (4)
- Logo and website link in pre/post *Symposium* emails
- Logo and website link on *Symposium* website
- Logo on banners and other signage throughout high traffic exhibit and participant areas
- Recognition in NCAC social media streams

## Name Badge/Lanyards Sponsor

1 Opportunity

**Why you should be Symposium Name Badge/Lanyards Sponsor:** Your brand is prominently displayed on the participant lanyards and name badges, required for entry to all workshops and lunches.

### With your \$10,000 you receive:

- Logo on name badge and lanyard
- In the *Symposium* Conference App, you will get 1 banner ad, sponsored listing, interactive map listing
- Prime exhibit space at *Symposium*, if desired
- Complimentary *Symposium* registration (2)
- Logo and website link on *Symposium* website
- Recognition in NCAC social media streams

## Tote Bag Sponsor

1 Opportunity

**Why you should be the Symposium Tote Bag Sponsor:** Each year a new design is given to *Symposium* participants. Your brand would be prominent in the tote bag that each participant receives.

### With your \$10,000 you receive:

- Logo on participant tote bag
- In the *Symposium* Conference App, you will get 1 banner ad, sponsored listing, interactive map listing
- Prime exhibit space at *Symposium*, if desired
- Complimentary *Symposium* registration (2)
- Logo and website link on *Symposium* website
- Logo on banners and other signage throughout high traffic exhibit and participant areas
- Recognition in NCAC social media streams

**We can assist you in putting together a custom sponsorship package that suits you and your budget. Please call Sue Bartlow at (256) 327-3777 to discuss how we can work together.**

### Symposium Conference App Information

**Splash Ad** is a full-screen ad that displays when the app is opened. Ads are responsive to screen size.

**Banners** are placed on main screen for ultimate visibility. Real-time reports provide impressions and click-through rates.

**Sponsored Listing** is a listing for additional branding exposure. It has expanded profiles with photos, brochures, and other marketing materials

**Interactive Maps** highlights your company with interactive pins on the map with information about your company

**Push Notifications** alerts pop up on each participant's device.

**Beacons** alert attendees throughout event space about your company/booth.



**Like**

*facebook.com/nationalcac*



**Follow**

*@NCACHSV*



**Watch**

*youtube.com/user/nationalcac*



**Connect**

*national-children's-advocacy-center*



**Follow**

*@NCAC\_HSV*



**National Children's  
Advocacy Center**

**For more information:**

210 Pratt Avenue

Huntsville, AL 35801

256-533-5437

[www.nationalcac.org](http://www.nationalcac.org)