



National **Corporate Partner** Opportunities



NATIONAL
CHILDREN'S
ALLIANCE®



Why become a National Corporate Partner?

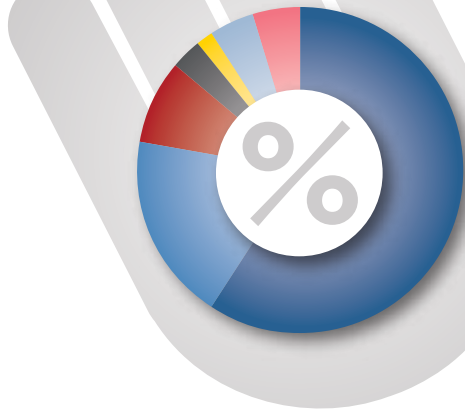
NCA's National Corporate Partner Program provides businesses, corporations, and nonprofit organizations* with a direct connection to NCA's expansive, national membership of **49 state chapters, over 800 Children's Advocacy Centers (CACs)** and a vast community of practice and network of professionals with knowledge and expertise, many of whom are also key decision-makers within their organization with budgeting and purchasing authority.

Key Facts about Children's Advocacy Centers

- Children's Advocacy Centers spend nearly \$500 million annually
- Average Children's Advocacy Center budget is \$620,405.
CAC budgets are as large as \$9 million/year
- CACs employ as many as 100+ staff, and partner with an extended multi-disciplinary network of professionals
- Children's Advocacy Centers serve over 311,000 children annually

**Fees discounted 25% for nonprofit partners*

Distribution of CACs by Business Type



- Independent 501(c)3, 59.4%
- Program under 501(c)3, 18.5%
- Hospital-based/Healthcare, 8.3%
- Child Protective Services, 3.2%
- Law Enforcement, 1.6%
- Prosecution, 4.5%
- Other Government, 4.5%

Goods and Services Children's Advocacy Centers Commonly Need:

- Business tools and administrative services for nonprofits (fundraising, finance/payroll, human resources, web development, information technology, communications, etc.)
- Forensic imaging equipment and storage capacity
- Audio recording management systems and equipment
- Children's toys, books and furnishings
- Colposcopy equipment/instruments
- Digital tablets for data collection and related equipment
- Mental health services including screening and assessment instruments and tools
- Medical examination equipment and supplies
- Technical tools, publications, and other resources related to abuse prevention, intervention and treatment

NCA National Corporate Partner Opportunities

The National Corporate Partner Program includes the basic Corporate Partner package and the Gold Partner package. An overview of each opportunity is presented in the next two pages.



National Corporate Partner

Recognition

- Organizational logos and web links featured on the Institutional and Corporate Partners page of the NCA website
- One-time Corporate Partner Spotlight in NCA's monthly newsletter, reaching thousands of child welfare professionals across the field
- Certificate of Appreciation acknowledging your support of our cause

Events

In addition to opportunities to network with our members, NCA's Annual Leadership Conference offers:

- Acknowledgement and logo in conference programs (both digital and print version)
- Complimentary 1/4 page display ad in the conference programs (Value: \$250)
- Signage at Leadership Conference plenary sessions (logo and company names) and verbal acknowledgement prior to session
- Exhibit booth space at Leadership Conference (Value: \$750)
- Complimentary Leadership Conference registration for two representatives (Value: \$1,200)
- Priority housing for one organization representative - includes access to a reserved room block at conference venue at the federal per diem rate
- A sign of recognition to display in your organization's exhibit booth
- A ribbon for your meeting badge identifying you as a Corporate Partner
- An invitation to Leadership Conference welcome reception and social events
- Opportunity to submit abstracts for consideration
- Company profile/listing on sponsor page of Leadership Conference mobile app

Advertising and Access

- Subscription to NCA monthly digital newsletter, notification and alerts
- One complimentary box or leaderboard advertisement on the homepage of NCA website (public-facing only) (one month period) (Value: \$500)
- One complimentary advertisement in the NCA monthly newsletter (Value: \$300)
- 15% discount on any additional website and newsletter ads



National Gold Partner

The Gold Partner package offers companies exclusive benefits and additional opportunities to more deeply engage with NCA's expansive membership. Benefits exclusive to Gold Partners:

- **New Offering!** Opportunity to author an informational post on NCA's blog, "CAC Voices" (includes post to social media)*
- **New Offering!** "Featured Exhibitor" acknowledgement and link in pre-conference email blast to conference attendees
- Exhibit booth space at Leadership Conference and the National Chapter Summit (Value: \$1,500)
- **New Offering!** Verbal acknowledgement and signage recognition at pre-conference training session(s) when available

In addition to benefits included in the basic Corporate Partner package, Gold Partners will receive:

- Complimentary full-page display ad in the conference programs (Value: \$550)
- Priority housing for two organization representatives - includes access to a reserved room block at both conference venues at the federal per diem rate
- A ribbon for your meeting badge identifying you as a Gold Partner
- One complimentary box or leaderboard advertisement on the homepage of NCA website (choice of public-facing or members-only site) (one month period) (Value: \$700)
- 20% discount on any additional website and newsletter ads

**Blog post must be educational/informational and cannot be a product promotion. Post will include company logo and link in author's signature block.*

Annual Fees

National Gold Partner
\$4,000
(value of more than \$4,250)

National Corporate Partner
\$2,500*
(value of more than \$2,900)

**interested nonprofits are eligible for 25% discount*



Join Us **Today**

The National Children's Alliance invites you to join us as a National Corporate Partner and aid in our efforts to improve the lives of children and families across the nation who have been victimized by abuse.

To join today please complete the attached National Corporate Partner application and submit to development@nca-online.org.

Thank you for your interest and support of the National Children's Alliance.

For additional information on National Corporate Partnership please visit:
www.nationalchildrensalliance.org/corporate.

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