National Children's Alliance
Corporate Partnership Opportunities 2024
Help Kids Heal

Established in 1988, National Children’s Alliance (NCA) is a leader in child abuse intervention, prevention, and training for Children’s Advocacy Centers (CACs) across the U.S. NCA is also recognized by the U.S. Department of Justice as the national accrediting body for CACs.

Consumers want to know what corporations are doing to create positive social impacts. Partnering with NCA lets your audience know that you care about the mission of protecting kids from abuse and creating accessible, trauma-informed mental health care.

More than 600,000 children are abused each year.

1 in 10 kids are sexually abused before the age of 18.

An estimated 1,820 kids die from abuse and neglect each year.¹

Nearly two-thirds of all cases CACs handle involve child sexual abuse.

¹ - https://www.acf.hhs.gov/cb/data-research/child-maltreatment
Amplify Kids’ Voices

We make an impact—one child and one voice at a time.

1,011
CACs and State Chapters

381,364
Children Served

1,985,288
People Trained in Prevention
It’s Your Business

We have many options for your company to get involved in uplifting our future generations.

Corporate Partnership
Protecting kids is a long-term effort. Show your support all year round by becoming a Corporate Partner.

Event Sponsorship
Grab the attention of CAC leaders by sponsoring an event such as our annual Leadership Conference.

Cause Marketing
Invite others to join! Donate a percentage of your sales or round up to the nearest dollar.

Workplace Giving
Improve employee engagement by offering gift matching, payroll deductions, or in-house fundraising.

Tap Into the Creator Market

NCA hosts online fundraising activations powered by content creators and their online communities. When you sponsor these gifts for our influencers, you show off to hundreds of thousands of viewers that you’re a champion for kids!

Match Donations ... $250+
Trinket Gifts ............ $1,000
T-Shirts ................ $2,500
Gift Boxes ............ $5,000

In-Kind donations accepted for auctions and giveaways
NCA Trailblazer ($2,500)

The Trailblazer package is our most basic level yet still offers valuable benefits and opportunities to engage with NCA’s expansive membership.

**Recognition and Advertising**
- Place your logo, information, and links on our website
- One advertisement in NCA’s Weekly Update email a year
- Listing in NCA’s Annual Report

**NCA’s Annual Leadership Conference**
- Advertise in conference material: print, website, and app
- Provide physical and/or digital tote bag insert
- Opportunity to submit presentation abstracts
- Online Exhibit Booth
- Receive an NCA brand toolkit to highlight your organization’s support of NCA
- Advertise on NCAtrak’s log-in page for one week
- Invited to conference welcome reception and social events
- A 50% discount to exhibit at a conference booth
  - One skirted table (8’)
  - Two chairs
  - Signage on table
NCA Catalyst ($7,500)

The Catalyst Partner package is the highest level that NCA offers to ensure organizations can engage with NCA’s members in the highest capacity. In addition to the benefits from the previous level, Catalyst Partners receive the following:

**Recognition and Advertising**
- Designated as a Catalyst Partner on recognition, advertisements, and brand toolkit materials
- Three advertisements in NCA’s Weekly Update email a year
- Advertise on NCAtrak’s log-in page for four weeks total

**NCA’s Annual Leadership Conference**
- A 100% discount to exhibit at a conference booth
- Priority booth placement both in person and online

- Priority pick for exclusive sponsorship and advertising opportunities at NCA events
- One Corporate Partner Spotlight article in NCA’s Weekly Update a year
- Advertise on the home page of the Leadership Conference website
# Levels at a Glance

## Recognition and Advertising

<table>
<thead>
<tr>
<th>Feature</th>
<th>Catalyst $7,500</th>
<th>Trailblazer $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listed on the NCA's Corporate Partner webpage and in NCA's Annual Report</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Level-Specific Partner brand toolkit to highlight your support of NCA on your platforms</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Subscription to NCA's Newsletter</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>One Corporate Partner Spotlight article written in NCA's Weekly Update</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Number of advertisements in NCA's Weekly Update email per year</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Number of week-long banner advertisements on NCAtrak's log-in page</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Prioritized options for exclusive advertising opportunities at NCA trainings and conferences</td>
<td>1st</td>
<td>3rd</td>
</tr>
</tbody>
</table>

## NCA Leadership Conference

<table>
<thead>
<tr>
<th>Feature</th>
<th>Catalyst $7,500</th>
<th>Trailblazer $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in conference materials, tote bag inserts, and featured on sponsor list</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exhibit on NCA's online Town Square all the way through September</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Invitation to welcome reception, social events, and to submit conference abstracts</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>“Featured Exhibitor” acknowledgement and link in pre-conference email blast to attendees</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Advertisement space on the home page of the Leadership Conference website</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Prioritized booth placement and online Town Square page position</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Discount on an in-person exhibit booth</td>
<td>100%</td>
<td>50%</td>
</tr>
</tbody>
</table>
One Voice, Together

Complete form and return to:
National Children’s Alliance
development@nca-online.org

______________________________________________________________________________

COMPANY NAME

______________________________________________________________________________

COMPANY ADDRESS

______________________________________________________________________________

COMPANY ADDRESS 2

______________________________________________________________________________

CITY/STATE/ZIP

______________________________________________________________________________

CONTACT NAME             PHONE               EMAIL

______________________________________________________________________________

Partnership Level

☐ Catalyst ............................. $7,500  ☐ Cause Marketing .................. Varies
☐ Trailblazer ......................... $2,500  ☐ Workplace Giving .................. Varies
☐ Creator Sponsorship ........... Varies    ☐ Event Sponsorship .............. Varies

______________________________________________________________________________

Payment Information (choose one)

☐ Please send me/my company an invoice for the sponsorship amount
☐ Check or money order made payable to “National Children’s Alliance” or “NCA”

Send payment to National Children’s Alliance, PO Box 71477, Washington, DC 20024

nationalchildrensalliance.org