



**National
Children's
Alliance®**

*The Force Behind
Children's Advocacy Centers*

2026

Corporate Partner Guide

Join us where purpose meets
partnership and help build safer,
stronger futures for children and
families nationwide.



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ABOUT NCA

Why Partner with NCA?

NCA is the national association and accrediting body for nearly 1,000 Children's Advocacy Centers (CACs) and 50 state chapters. Since 1988, NCA has worked to make one big difference, one child at a time, bringing services to children in crisis and their families, and guiding them toward recovery from abuse.

Reaching everyone with a voice in eradicating abuse—from families, advocates, professionals, communities, and all the way to Capitol Hill, NCA powers a nationwide movement of America's largest network of care centers supporting child abuse victims—all on a mission to keep children safe.

Last year NCA and the CAC movement...



...helped

380,494 kids

get healing and support
after abuse...



...trained

**2,156 clinicians
and professionals**

in the science that helps
kids heal...



...and taught

**1,985,288 adults
and kids**

how to spot and stop
child abuse.

We reach tens of thousands of professionals and millions of parents and advocates for kids around the country.

- NCA's Weekly Update email reaches **14,000** active CAC professionals
- The NCA Newsletter reaches an additional **8,000** community members monthly
- NCA made **60M** social media impressions worldwide last year through updates about CACs, child safety, prevention through **#ItsYourBusiness**, and youth mental health through **#BeThereNow**
- Our public-facing website, nationalchildrensalliance.org, reaches **30K** users per month, virtually all new users seeking information about child abuse, prevention, or help finding CAC services for their family. Nearly half visit the National Statistics on Child Abuse page, the authoritative Google listing on that topic.

Corporate Engagement Opportunities

NCA believes strong partnerships create stronger outcomes for children and families. Businesses of all sizes can play a vital role in advancing our mission while achieving their own goals for social impact, employee engagement, and brand visibility. The following opportunities outline the many ways your organization can partner with us to make a difference.



Corporate Partner Program

JOIN a community of mission-driven businesses making a national impact by aligning your brand with NCA through year-round partnership opportunities.



Workplace Giving

EMPOWER your employees to support children and families through payroll giving, matching gifts, and cause-related workplace campaigns.



Event Sponsorships

GAIN visibility and connect with leaders in the field by sponsoring high-impact events that advance child advocacy and elevate your brand.



Creator and Custom Collaborations

EXPLORE innovative, tailored partnerships that uniquely highlight your commitment to protecting children through our creator and online audiences.



Corporate Partner Program

| Benefit | Visionary \$25,000 | Champion \$15,000 | Catalyst \$7,500 | Trailblazer \$2,500 |
|--|-----------------------|----------------------|---------------------|------------------------|
| Choice of Luminary (Leadership Conference) or Presenting sponsor benefits at NCA live/virtual convenings or events * | Choice of 2 | Choice of 1 | - | - |
| Host co-branded online awareness and/or campaign * | ✓ | - | - | - |
| Host online fundraising/awareness challenge | ✓ | ✓ | - | - |
| Employee engagement opportunities (tours, projects, speakers) * | ✓ | ✓ | - | - |
| Impact snapshot (annual CSR-ready data & stories) | ✓ | ✓ | - | - |
| Social media spotlight feature | 2x | 1x | 1x | - |
| Spotlight article in email newsletter to membership | 2x | 1x | 1x | - |
| Complimentary Leadership Conference and/or Seamless registrations | 4 | 2 | 2 | - |
| Priority access to sponsorship opportunities | ✓ | ✓ | ✓ | - |
| Training videos for staff (child abuse prevention) | ✓ | ✓ | ✓ | - |
| Educational blog post | 2 | 2 | 1 | - |
| Ad in email newsletter to membership | 3x | 3x | 2x | 2x |
| Discount on Leadership Conference exhibitor fees | 100% | 100% | 100% | 50% |
| Logo with website link on NCA website | ✓ | ✓ | ✓ | ✓ |
| Recognition in NCA Annual Report | ✓ | ✓ | ✓ | ✓ |
| Invitations to exclusive partner events | ✓ | ✓ | ✓ | ✓ |
| Submit abstracts for Leadership Conference | ✓ | ✓ | ✓ | ✓ |
| Access to NCA Brand Toolkit | ✓ | ✓ | ✓ | ✓ |

* Benefits are dependent on event and program scheduling and may vary by availability. Opportunities are allocated on a first come, first served basis. Please coordinate with NCA's Development team to confirm your selections and shape a partnership that aligns with your objectives.



Workplace Giving

Show your company's commitment to protecting children and supporting families by engaging employees in meaningful, mission-driven giving. Workplace giving makes it easy for your team to champion NCA's work while strengthening your culture of generosity and social responsibility.



Payroll Deductions & Online Platforms

Employees can set up automatic, tax-deductible donations to NCA through your company's payroll system or workplace giving platforms, making giving seamless and consistent.



Matching Gifts

Multiply your team's impact. When your company matches employee donations, you not only amplify their support, you also demonstrate your organization's commitment to social responsibility.



Campaigns & Team Challenges

Inspire your team through purpose-driven giving. Host giving campaigns, peer-to-peer challenges, or awareness events that unite employees and build safer, brighter futures for children.

If you would like to feature NCA in your corporate giving campaign or explore a matching program, our team can provide customized content, toolkits, and resources to make the initiative simple, engaging, and successful. Contact us at development@nca-online.org to feature NCA in your workplace giving program or launch a new initiative with your team.



MATCHING GIFTS IS ONE OF THE TOP FIVE MOTIVATIONS FOR WORKPLACE DONORS.

In fact, **84%** of donors say they're more likely to donate if a match is offered, and **1 in 3** say they would give a larger gift if matching is applied to their donation.

Leadership Conference

Each June in Washington, D.C., NCA's Leadership Conference unites more than 1,000 leaders and professionals dedicated to protecting children. From Monday, June 29 to Wednesday, July 1, 2026, CAC executives, state chapter leaders, mental health providers, law enforcement, and multidisciplinary partners will gather - both in person and virtually - for three powerful days of learning, networking, and inspiration. Don't miss this opportunity to connect with the field, showcase your brand, and demonstrate your commitment as an exhibitor or sponsor.



Hear from leaders shaping the future of child advocacy

Gain insights from top experts and changemakers driving innovation in child protection and victim services.

Connect with Children's Advocacy Centers nationwide

Build relationships with CAC leaders and professionals from across the country who are making a difference every day.



Elevate your brand on a national stage

Showcase your commitment to children and families while reaching an engaged audience of decision-makers and influencers.

Overview:

Exhibitor Hall

Showcase your products and services directly to CAC professionals and leaders and discover how your company can support the field.



Networking

Enjoy three days of connection and collaboration with CAC executives, multidisciplinary team members, mental health clinicians, and other key decision-makers.

Main Stage

Be inspired by dynamic keynotes and sessions from thought leaders shaping the future of child advocacy.



Virtual Conference

Extend your reach by engaging with participants joining online, expanding your brand's visibility beyond the on-site event.

939

REGISTERED

759

IN-PERSON

180

VIRTUAL

129

SPEAKERS shared their insights as national thought leaders, practitioners, and innovators shaping the future of child advocacy, mental health, and victim services.

Breakdown of Attendees:

425

 CAC LEADER

28

 MDT MEMBER

211

 CAC STAFF

18

 MENTAL HEALTH PROVIDER

154

 OTHER

103

 STATE CHAPTERS

73

SESSIONS covering a wide range of topics—from mental health and workforce development to cutting-edge research, technology, and innovative approaches.



Event Sponsorships

| | Visionary | Luminary | Spark | Exhibitor |
|---|-----------|----------|---------|-----------|
| Benefit | \$15,000 | \$7,000 | \$2,000 | \$1,000 |
| Choice of recognition as exclusive wifi sponsor or hospitality opportunity: Hill Day tshirts, coffee station, chapter reception, awards ceremony or headshot lounge * | ✓ | - | - | - |
| Spotlight article in Weekly Update email | ✓ | - | - | - |
| Choice of exclusive hospitality opportunity: virtual conference, game night, coffee & connections events * | ✓ | ✓ | - | - |
| Educational blog post, co-branded with logo and company profile | ✓ | ✓ | - | - |
| Invitation to Chapter Leader reception | ✓ | ✓ | - | - |
| Logo on event lanyard | ✓ | ✓ | - | - |
| Verbal recognition during general session | ✓ | ✓ | - | - |
| Priority placement in all sponsor-related features and promotions | ✓ | ✓ | - | - |
| Push message in conference app | ✓ | ✓ | - | - |
| Sponsor recognition on the attendee guide | ✓ | ✓ | ✓ | - |
| Logo on the official conference tote bag | ✓ | ✓ | ✓ | - |
| Recognition on sponsor signage throughout the event | ✓ | ✓ | ✓ | - |
| Mentions in pre- and post-conference attendee emails | ✓ | ✓ | ✓ | - |
| Dedicated social media post during conference highlighting sponsorship | ✓ | ✓ | ✓ | - |
| Recognition in the pre-presentation slideshow | ✓ | ✓ | ✓ | - |
| Invitations to exclusive NCA partner events | ✓ | ✓ | ✓ | - |
| Complimentary exhibit space and two staff | 2 tables | 2 tables | 1 table | 1 table |
| Opportunity to submit abstracts for 2027 Leadership Conference | ✓ | ✓ | ✓ | ✓ |
| Recognition in post-conference impact recap | ✓ | ✓ | ✓ | ✓ |
| Contribute raffle or game night gifts for attendee drawings | ✓ | ✓ | ✓ | ✓ |
| Complimentary online exhibit space | ✓ | ✓ | ✓ | ✓ |

* Opportunities are allocated on a first come, first served basis. Please coordinate with NCA's Development team to confirm your selections and shape a partnership that aligns with your objectives.

Each Exhibit Booth includes:

- Draped booth space containing 6' table and 2 chairs
- 2 conference passes
- Electricity, monitors, internet upgrades, etc. are contracted with third-party vendor and are additional costs

Additional attendee \$350

Reduced exhibitor fee for non-profit organizations:
\$700 members, \$750 non-members



Creator and Custom Collaborations

NCA's Creator Program harnesses the power of the streaming and online content community to drive awareness and fundraising for child abuse prevention and intervention. With a strong presence in the streamer community and numerous engagement opportunities throughout the year, our partners gain visibility with NCA's audience and across hundreds of creator-hosted communities nationwide.



When you support NCA's Creator Program, your brand is part of an authentic, grassroots movement that inspires generosity and rallies audiences around a powerful cause. From online fundraising campaigns to live events like TwitchCon, your support puts your company at the center of a thriving, engaged digital community.

Ways to Get Involved:

| | | |
|--|---|---------------------|
| Matching Challenges | Drive donations and gain valuable exposure by matching contributions during online campaigns. | \$250+ |
| Product Donations for Giveaways | Provide items that generate excitement and motivate creators' audiences to give. | In-Kind |
| Custom Swag | Showcase your brand on co-branded swag that creators proudly display across streams and social media. | \$3000 |
| Event Sponsorship | Power NCA's presence at TwitchCon, where over 20,000 attendees will see your company stand for better futures for kids. | Price Varies |

Partner Content Guidelines

To make best use of our NCA Corporate Partner marketing benefits, please review the following specifications and guidelines for submitting content and materials.



Editorial review: NCA reserves the right to review, edit or decline content that does not align with our audiences or mission. NCA's Communications Team will collaborate with you to ensure materials meet both your goals and NCA's standards; however, please note that certain tones, themes, or messages may not be suitable for our audiences or communications channels.



Turnaround time: In advance of your intended publication date, please allow at least two weeks for review and /or update of graphic assets, and four weeks for written content such as a Partner Spotlight or blog post.



Other opportunities to partner with NCA as an expert voice may be available. Contact development@nca-online.org to discuss!

| Benefit | Guidelines |
|---|--|
| Ad (Weekly or Monthly Update newsletter) | PNG; 1200x250px @ 96dpi; link to sponsor website |
| Spotlight article (Weekly/ Monthly Update newsletter) | Provide 4-7 detailed bullet points summarizing your key messages. NCA will create a 200-250-word editorial article in our voice, focused on how your organization supports CACs. Content should emphasize informational value; references to services or products are allowed but must be secondary. |
| Spotlight feature (social media) | Provide a PNG or JPG image (minimum 1080x1350px at 96dpi) and 2-3 bullet points summarizing your key messages. NCA will create editorial content in our voice highlighting how your organization supports CACs. References to services or products are allowed but should focus on informational value for CAC audiences. |
| Educational blog post with your byline | Provide a proposed topic and key points for discussion with NCA. Posts should be 600 words or less and written from an expert perspective rather than as a sales message. You may also provide several photos or images to accompany the article. NCA will review and collaborate on the content to ensure it aligns with our audiences and standards. |
| Logo | PNG or SVG; transparent background; minimum 500px wide @ 72dpi. |



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