



**2018 National Catholic Development
Conference and Exposition**

Sponsorship Brochure

September 15-19, 2018

**Chicago Marriott Downtown Magnificent Mile
Chicago, IL**

Conference Overview

The NCDC Conference and Exposition is the top conference for those in the ministry of fundraising. For forty-nine years, we have gathered as a fundraising community to network, learn, share, play, and pray with our colleagues. 2018 will be our 50th Anniversary.

Our conference attendee community includes development directors, executives, department directors, and staff from religious organizations from around the United States and the world. Their development efforts support the ministries of religious communities of men and women, social service agencies, shrines, schools, parishes, dioceses, seminaries, and international relief agencies.

Collectively, our attendees raise hundreds of millions of dollars annually to support Catholic missions. The NCDC conference is the top opportunity for these organizations and individuals to connect with one another in the context of fundraising as a ministry.

The Conference program is a well-balanced mix of general sessions, breakout sessions and discussion groups with top names in the fundraising field, in addition to plenty of opportunities for attendees to connect and discuss with other fundraisers. The exhibit hall provides a collaborative environment with the top service providers in the field, who have decades of experience working with Catholic organizations.

And at the heart of the Conference is daily Eucharistic celebrations, where we gather as a community to focus on why we do what we do: because we are called to this ministry of fundraising.

Would you like to be a sponsor?

Sponsoring is one of the best ways to increase your company's presence at the NCDC Annual Conference and Exposition. With a wide range of options and prices, sponsoring has real benefits for exhibiting companies:

- Maximize your exposure – Build and reinforce name recognition for your company
- Positive positioning - Position your company solidly in the minds of our attendees by affiliating your name with the Conference they regard as the best of its kind.
- Complements exhibiting- Sponsoring can give you an edge over just exhibiting. The more an attendee hears your company's name, the more likely they are to stop by your booth.
- Your competitor is doing it - The Company with the extra exposure and positive positioning in the minds of attendees is sure to have an advantage.
- Increase traffic at your booth – NCDC attendees make a point of stopping to thank exhibitors!
- Give back to NCDC- Show your appreciation

Sponsorships Made Easy

As a sponsor, you'll receive prime support throughout the event preparation process. You'll have a single-source for all your questions and answers to lead you through the event process. A Sponsor Welcome Packet will give you all of the need-to-know information to take full advantage of all the benefits that your sponsorship has to offer, including all deadlines, and reminders.

For more information on sponsorship opportunities and/or tote bag inserts, email Terri Jones at tjones@conferenceinc.com or call 703-471-4902.

2018 National Catholic Development Conference Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES	AMOUNT
50 th Anniversary Gala Celebration Sponsor	\$10,000
Tote Bag Sponsor - Amergent	Sold
Badge Holder Sponsor - Wiland	\$7,500
Exhibit Hall Gala Cocktail Hour Sponsors (<i>2 opportunities</i>) Blackbaud, one opportunity available	\$6,000
Conference Wi-Fi Sponsor – Day 1	\$5,000
Conference Wi-Fi Sponsor – Day 2	\$5,000
Opening General Session Sponsor - Innovairre	Sold
General Session Sponsor	\$5,000
Closing General Session Sponsor	\$5,000
Program at a Glance Sponsor (printed and digital) - Infogroup	Sold
Continental Breakfast Sponsor	\$3,500
Buffet Luncheon Sponsors – Day 1 (<i>3 opportunities</i>)	\$3,000
Buffet Luncheon Sponsors – Day 2 (<i>3 opportunities</i>)	\$3,000
50 th Anniversary Awards Breakfast Sponsors (<i>3 opportunities</i>) NeonCRM	\$3,000
Charging Station Sponsors (<i>2 opportunities</i>)	\$2,500
Refreshment Break Sponsor Deluxe	Sold
Attendee List Sponsor Estee Marketing	\$1,500
Education Track Sponsor (<i>6 opportunities</i>)	\$1,000
Notepad Sponsor RKG Fundraising	In-Kind

50TH ANNIVERSARY GALA CELEBRATION – Exclusive Opportunity **\$10,000**

One (1) **exclusive** opportunity

- Company logo on signage at entrance of Gala Celebration
- Beverage napkins with sponsor's logo
- Opportunity for sponsor to leave logo'd item on gala tables (item to be provided by sponsor and subject to show management approval)
- Three (3) full conference registrations for sponsoring company staff
- One (1) Standard 10'x10' booth*
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

TOTE BAG SPONSOR – Exclusive opportunity **Amergent** **Sold**

One (1) **exclusive** opportunity

- Company logo on all conference tote bags distributed to attendees
- Three (3) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

BADGE HOLDER SPONSOR – Exclusive opportunity **Sold**

One (1) **exclusive** opportunity

- Company logo on each attendee badge holder
- Three (3) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

EXHIBIT HALL GALA COCKTAIL HOUR SPONSOR **Blackbaud / one available** **\$6,000**

Two (2) opportunities

- Company logos on reception drink tickets (*all sponsor logos will be on the same ticket*)
- Company logos on signage at entrance of the reception
- Two (2) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

*Complimentary booth does not include furnishing.

OPENING GENERAL SESSION – Exclusive opportunity **Innovairre** **Sold**

One (1) *exclusive* opportunity

- Company logo on signage at entrance of plenary session
- Two (2) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

GENERAL SESSION – Exclusive opportunity **\$5,000**

One (1) *exclusive* opportunity

- Company logo on signage at entrance of plenary session
- Two (2) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

CLOSING GENERAL SESSION – Exclusive opportunity **\$5,000**

One (1) *exclusive* opportunity

- Company logo on signage at entrance of plenary session
- Two (2) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

CONFERENCE WI-FI SPONSOR **\$5,000**

Two (2) *exclusive* opportunities to sponsor the Wi-Fi for one full day of the conference

- Company logo on Wi-Fi splash page
- Attendees directed to company website upon log-in
- Two (2) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

PROGRAM AT A GLANCE – Exclusive opportunity Infogroup Sold

One (1) *exclusive* opportunity

- Company logo on program at a glance handed out at registration, website and digital schedule
- One (1) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

CONTINENTAL BREAKFAST – Exclusive opportunity \$3,500

One (1) *exclusive* opportunity

- Company logo on signage at entrance of the breakfast
- Napkins with sponsor's logo
- One (1) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

BUFFET LUNCH SPONSOR – \$3,000

Three (3) opportunities for each of the two luncheons

- Company logo on signage at entrance of the lunch
- Company logo on napkins (*all sponsor logos will be on the same set of napkins*)
- Company logo on luncheon tickets
- One (1) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

50th ANNIVERSARY AWARDS BREAKFAST SPONSOR NeonCRM \$3,000

Three (3) opportunities

- Company logo on signage at entrance of the breakfast
- Napkins with sponsors' logos (*all sponsor logos will be on the same set of napkins*)
- One (1) full conference registrations for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company logo on large screen during plenary sessions
- Company logo on appropriate conference signage
- Company logo on conference web page, including a link to your home page through December 2018
- Access to the NCDC logo to be used on company website

CHARGING STATION – Exclusive opportunity**\$2,500**Two (2) *exclusive* opportunities

- Company logo on charging stations
- One (1) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through December 2018
- Access to the NCDL logo to be used on company website

REFRESHMENT BREAK SPONSOR – Exclusive opportunity**Deluxe****Sold**One (1) *exclusive* opportunity

- One (1) full conference registration for sponsoring company staff
- One (1) tote bag insert for 500 tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Company name on conference web page, including a link to your home page through December 2018
- Access to the NCDL logo to be used on company website

ATTENDEE LIST SPONSOR – Exclusive opportunity**Estee Marketing****Sold**One (1) *exclusive* opportunity

- Opportunity to have full page color ad on back of attendee list
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Access to the NCDL logo to be used on company website

EDUCATION TRACK SPONSOR – Exclusive opportunity**\$1,000**

Six (6) opportunities to sponsor an NCDL educational track for one (1) day

- Company logo on track signage
- Table in back of room for organization literature
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Access to the NCDL logo to be used on company website

NOTEPADS SPONSOR – Exclusive opportunity**RKG****In-Kind**One (1) *exclusive* opportunity – Sponsor to provide notepads

- Company logo with NCDL logo on notepads inserted in attendee tote bags
- One (1) time use of post-conference mailing list (emails not included)
- Company name on large screen during plenary sessions
- Company name on appropriate conference signage
- Access to the NCDL logo to be used on company website

ADVERTISING OPPORTUNITIES

Tote Bag Inserts

Opportunities are available for EXHIBITING COMPANIES to purchase a tote bag insert. Tote bag inserts will be stuffed in 500 attendee tote bags and distributed at the conference registration desk.

Information and instructions regarding when and where to ship the inserts will be provided.

Pricing:	NCDC Member Exhibitors:	\$350
	Non-Member Exhibitors:	\$450

Exhibitor Showcase Classroom

This program offers exhibitors an opportunity to offer a one-hour presentation highlighting a new service or product they are introducing. The classroom will be equipped with our standard classroom AV, internet and will seat approximately 50-100 people. A table will be available for display of company materials. We welcome the company to prepare packets of their branded materials to share with attendees. The Showcase Exhibitor may also create an invitation to their program, which will be inserted into all attendees' tote bags at no additional cost.

There are four (4) classroom opportunities available and they are for EXHIBITING COMPANIES ONLY.

Price: \$1,750

Sponsorship Agreement

My company agrees to the following sponsorship level at the 2018 National Catholic Development Conference and Exposition:

Sponsorship Opportunity: _____ **Amount: \$** _____

Company/Organization: _____

(As it should appear in print)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ **State:** _____

Zip Code: _____ **Country:** _____

Telephone: _____ **Fax:** _____

Email: _____

Method of Payment

Full payment is required to begin sponsorship benefit fulfillment

I authorize NCDC to charge my credit card for \$ _____

Visa

MasterCard

American Express

Discover

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ **CCV** _____

Cardholder's Signature: _____

Date: _____

A check for \$ _____ is enclosed (made payable to NCDC) to guarantee our sponsorship.

The undersigned agrees to the conditions and benefits set forth in the 2018 NCDC Sponsorship Prospectus.

Sponsors may cancel this agreement at any time by **written** notice to NCDC (ahughes@ncdc.org). For cancellations received on or before **March 1, 2018**, 50% of the sponsorship will be refunded. Cancellations received between **March 2 and June 8, 2018**, 25% of the sponsorship will be refunded. No refunds shall be issued for cancellations received after June 8, 2018.

For Grand Prizes, please indicate any items your firm is interested in donating including a brief description and the value:

Signature: _____ **Date:** _____

Please send completed forms to:

Attn: NCDC Sponsorship
National Catholic Development
Conference
734 15th Street NW Suite 700
Washington, DC 20005-1013

Or email to:

tjones@conferenceinc.com

Questions?

Terri Jones
703-471-4902



2018 NCDC Exhibitor Showcase Classroom Order Form
September 16-18 | Marriott Downtown Magnificent Mile | Chicago, IL

Price: \$1,750

Company/Organization: _____

(As it should appear in print)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ **State:** _____

Zip Code: _____ **Country:** _____

Telephone: _____ **Fax:** _____

Email: _____

Method of Payment

Full payment is required

I authorize NCDC to charge my credit card for \$ _____

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover |

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ CCV _____

Cardholder's Signature: _____

Date: _____

A check for \$ _____ is enclosed (made payable to NCDC) to guarantee our exhibit booth.

The undersigned agrees to the conditions and benefits set forth in the 2018 National Catholic Development Conference and Exhibitor Prospectus

Sponsors may cancel this agreement at any time by **written** notice to NCDC (ahughes@ncdc.org). For cancellations received on or before **March 1, 2018**, 50% of the sponsorship will be refunded. Cancellations received between **March 2 and June 8, 2018**, 25% of the sponsorship will be refunded. No refunds shall be issued for cancellations received after June 8, 2018.

Signature: _____ **Date:** _____

Please send completed forms to:
 Attn: NCDC Exhibitor Contract
 C/O Conference Inc.
 11709 Bowman Green Drive
 Reston, VA 20190

Or email to:
tjones@conferenceinc.com

Questions?
 Sharon Unterreiner
sunterreiner@ncdc.org