



# COMMUNITY ACTION KENTUCKY 2022 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



# WE ARE COMMUNITY

# ACTION KENTUCKY.

Community Action agencies across Kentucky serve as a lifeline to hundreds of thousands of people each and every year, working to empower individuals and families across the Commonwealth as they seek to build a better life.

For more than half of a century, our 23-member agency partners have advocated on behalf of the disadvantaged, fought to end poverty and celebrated the accomplishments of the people we serve.

Through strategic partnerships and the steadfast work of thousands of volunteers and dedicated Community Action team members, we are able to offer a variety of life-enhancing programs and services to those in need.

Whether it's improving one's job skills, creating a sound financial plan, pursuing an educational goal, enjoying a hot, nutritious meal, making energy-saving home improvements, securing transportation, or removing

any other barrier that allows our citizens to improve their economic standing, Community Action Kentucky is there.

But that's just the tip of the iceberg. With outreach offices in every Kentucky county and decisions made at the local level, Community Action Kentucky partners offer a plethora of customized programs and services tailored to meet the individual needs of each of the communities it serves.

We know that by providing a hand up to our fellow Kentuckians, we are not only strengthening families and building better communities, we are investing in Kentucky's future. We invite you to reach out to your local Community Action agency and explore the many ways we can help. Visit us at [www.CAPKY.org](http://www.CAPKY.org).

#MakingItPossible

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# THE CONFERENCE

## *MAKING IT POSSIBLE*

Hundreds of Community Action Agency staff, volunteers, program partners, and supports from across Kentucky will convene for Community Action Kentucky's Annual Conference. The conference seeks to inform, engage, and inspire those who implement and deliver life-changing programs impacting the lives of hundreds of thousands of Kentuckians yearly. This year's conference highlights Community Action's ability to empower individuals and families to better themselves through program and community development.

### **Why Sponsor?**

Through our sponsorship offerings, your organization will be able to directly reach hundreds of Community Action staff who are responsible for delivering high-value programs and services to hundreds of thousands of clients each and every year.

Partnerships are key to our success and through your sponsorship, you are helping to raise awareness about important issues, improve communications between Community Action and the people it serves, as well as add value to the entire Community Action network. We encourage you to be part of our efforts and help Make It Possible to change the lives of those in need.

### **Why Exhibit?**

Engage directly with our attendees in the Exhibit Area. Be on hand to distribute materials, conduct product demonstrations, and meet one-on-one with convention participants!

Attendees administer programs that include weatherization, aging, housing, transportation, literacy, food programs, Head Start and early childhood, and much more. The exhibit spaces will be centrally located to conference sessions.

# SPONSORSHIP OPPORTUNITIES

All sponsors receive:

- Logo placement on conference materials.
- Opportunity to include a promotional item in registration bag (sponsor provided)
- First right of refusal in 2023

See below for additional benefits that each sponsorship level receives:

## COMMUNITY ACTION PLATINUM - \$10,000

As the exclusive sponsor of the pre-conference session, your organization will help ensure Community Action agencies have the resources and knowledge they need to improve program efficiencies and delivery of client services. Lunch will be provided to all attendees.

- Premium reserved seating at sponsored event
- Podium recognition as a Community Action Platinum Sponsor during General Session remarks
- Opportunity to provide attendees with a promotional item or handout during sponsored event
- Premium booth placement in vendor area

## COMMUNITY ACTION CHAMPION - \$5,000

### ***Speaker Sponsor (2)***

Attendees won't want to miss the opening sessions occurring during the conference. As an opening sponsor, your organization will have the option to network with attendees prior to the session and opportunity to introduce the speaker.

### ***Wednesday Reception***

Conference attendees will be invited to a reception following Wednesday conference sessions. Held on the hotel's rooftop pavilion, this event will be sure to be well attended. As the event sponsor, you are invited to network with attendees at the event and provide a promotional item or handout to each participant.

### ***Thursday Lunch***

With a full house expected, this sponsorship will be a prime networking opportunity. Attendees, vendors, and sponsors will be treated to a lunch that is sure to keep everyone energized for the afternoon sessions

- Premium reserved seating at sponsored event
- Logo on sponsorship signage displayed during the conference
- Logo on event-specific signage recognizing company as the exclusive sponsor
- Podium recognition as a Community Action Platinum Sponsor during General Session remarks
- Opportunity to provide attendees with a promotional item or handout during sponsored event
- Premium booth placement in vendor area

## COMMUNITY ACTION AMBASSADOR- \$2,000

### ***Breakout Track Sponsor (8 Available)***

Attendees won't want to miss the informative breakout sessions occurring during the conference. As a Breakout sponsor, your organization will have the option of including promotional literature on the chairs at your sponsored breakout sessions as well as have the opportunity to introduce all breakout session speakers in selected track.

- Premium reserved seating during General Session Presentations
- Logo on sponsorship signage displayed during the conference
- Option to purchase booth in Exhibit Area at 50% discount.
- Podium recognition as a Community Action Platinum Sponsor during General Session remarks

# SPONSORSHIP OPPORTUNITIES

All sponsors receive:

- Logo placement on conference materials.
- Opportunity to include a promotional item in registration bag (sponsor provided)
- First right of refusal in 2023

See below for additional benefits that each sponsorship level receives:

## COMMUNITY ACTION PARTNER- \$1,000

### **Wednesday Breakfast Break**

Welcome attendees to the conference with a morning break. Attendees, vendors, and sponsors will be treated to pastries and coffee that is sure to keep everyone energized for the opening session.

### **Bats Baseball Game**

Attendees will be invited to experience part of local culture by attending a Bats Game following the pre-conference session. The exclusive sponsor will be able to welcome attendees at the event.

### **Churchill Downs Twilight Thursday**

Attendees will be invited to Churchill Downs following Day 2 conference sessions. Attendees will get to watch horseracing at one of Kentucky's historic sights. The exclusive sponsor will be able to welcome attendees at the event.

- Opportunity to attend event (Bats/Churchill) or reserved seating at Wednesday's Opening Session
- Podium recognition as a Community Action Platinum Sponsor during General Session remarks
- Opportunity to provide attendees with a promotional item or handout during sponsored event

## COMMUNITY ACTION ASSOCIATE - \$500

### **Charging Lounge**

Help attendees stay charged throughout the conference with a Charging Lounge. Each time an attendee uses a charging station, they will be reminded of you!

### **Welcome Reception Games**

Provide attendees with a fun break during our Wednesday Welcome Reception.

- Podium recognition as a Community Action Platinum Sponsor during General Session remarks
- Logo placement on signage.

## EXHIBIT HALL BOOTH- \$250

Exhibit Hall participants will have the opportunity to showcase their company's products or services in our designated Exhibit Hall space. Located right beside the main session ballroom, exhibitors will be in the heart of conference activity. Take advantage of the chance to reach targeted clients or customers.

- One exhibit table and chairs
- Encouragement to visit exhibitors announced during general session
- Opportunity to provide raffle items to increase engagement with attendees

*\*Vendors will be responsible for any additional costs associated with optional audio, visual or other services selected for their exhibits. Electrical service can be provided at no additional charge.*

### **How to Register:**

To register as a sponsor or exhibitor, complete our [online sponsorship registration form](#). Contact [katlyn@capky.org](mailto:katlyn@capky.org) for any questions about sponsorships, payment, or registration.