



COMMUNITY ACTION KENTUCKY  
2024 ANNUAL CONFERENCE  
SPONSORSHIP OPPORTUNITIES

JUNE 11-13, 2024 EMBASSY SUITES COLDSTREAM, LEXINGTON, KY

# THE CONFERENCE

*Celebrating a Legacy; Looking to the Future*

The 2024 Community Action Kentucky Annual Conference will celebrate a significant milestone - the 60th Anniversary of Community Action. Agency staff, volunteers, partners, and supporters from across the Kentucky Community Action Network will gather at this annual event. It will serve as an engaging platform for those delivering transformative programs and as a celebration of our 60-year legacy.

Attendees at our Annual Conference represent a variety of roles, from executive leadership to case managers and outreach staff, administering a broad spectrum of programs. These include aging, case management, emergency support, Head Start, housing, transportation, and weatherization, among others.

We will honor our past successes and rich history, while looking towards the future, renewing our commitment to empowering communities, individuals, and families. This event will truly encapsulate the enduring impact and steadfast commitment of Community Action over the past six decades.

We invite you to join us in making a difference in the lives of those in need across Kentucky.

## Why Sponsor?

With our sponsorship opportunities, your organization can directly connect with hundreds of Community Action staff who are instrumental in delivering valuable programs and services to hundreds of thousands of Kentuckians annually.

Partnerships are vital to our success. Your sponsorship not only helps raise awareness about critical issues but also enhances communication between Community Action and the communities we serve. It further adds value to the entire Community Action network.

## Why Exhibit?

Interact directly with our attendees in the Exhibit Area during our Annual Conference. This is a great opportunity to distribute materials, showcase your products through demonstrations, and engage in one-on-one discussions with conference participants!

Exhibit spaces will be centrally located to conference sessions.



# SPONSORSHIP OPPORTUNITIES

## Title Sponsor - \$15,000

- Exclusive access to the Welcome Reception on Tuesday night
- Reserved Seating & Opportunity for 3-Minute Remarks at Thursday's Awards Luncheon
- Premium booth placement in the vendor area
- Two complimentary conference registrations

## Platinum Sponsor - \$10,000

- Opportunity to introduce a keynote speaker
- Premium booth placement in the vendor area
- Two complimentary conference registrations

## Champion Sponsor - \$5,000

- Sponsorship of an engagement activity (e.g., Charging Station, People Bingo)
- One complimentary conference registration
- 50% discount on a vendor booth

## Ambassador Sponsor - \$2,000

- Four reserved VIP seats at Thursday's Awards Luncheon
- Opportunity to present remarks for up to 3 minutes at the Awards Luncheon

## Partner Sponsor - \$1,000

- Logo displayed on coffee break signage

## Associate Sponsor - \$500

- Mention in CAK's social media posts leading up to the event

All sponsorships include logo display on conference materials, an option to add a promotional item to registration bags, and recognition online and at the event. Sponsors are also invited to Wednesday's reception for networking opportunities with individuals across the Community Action Network.

## VENDOR BOOTH - \$250

Exhibitors can showcase their products or services in our centrally located Vendor Area, adjacent to the main session ballroom. This puts exhibitors at the core of conference activity.

- An exhibit table and chairs
- Meals for two representatives
- Promotion during the general session to encourage attendee visits
- The chance to provide raffle items to boost engagement with attendees

Please note, vendors are responsible for any extra costs related to optional audio, visual, or other selected services for their exhibits. However, electrical service is included at no extra charge.

## REGISTER

To [register](#) as a sponsor or exhibitor, please fill out our online sponsorship registration. For any inquiries regarding sponsorships, payment, or registration, feel free to reach out to [katlyn@capky.org](mailto:katlyn@capky.org).

Custom sponsorship packages to meet your specific needs are also available.

# 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 agencies 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, we are 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 members 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