



## National Extension Association of Family & Consumer Sciences

### Become a National Sponsor with NEAFCS

The National Extension Association of Family and Consumer Sciences (NEAFCS) is a professional organization that represents Extension Family and Consumer Science Educators across the United States. It consists of 2,800+ members, including 1,700 active members and 1,100 life members.

NEAFCS's mission is to educate and recognize Extension professionals who impact the quality of life for individuals, families and communities. In doing so, NEAFCS builds leaders for the future; provides innovative professional growth and development opportunities; recognizes and promotes excellence and scholarship in programming; serves members as a nation-wide resource for education, information, networking, and building partnerships; promotes the profession and the mission and goals of the Land Grant University Extension System.



# Sponsorship Levels

Sponsorships are available on a yearly basis (January–December)

## **Exhibitor Single Booth** - \$1,000 /

Non-Profit 501(c)(3) Organizations

- \$500 / First Time Exhibitor - \$650

- One (1) Exhibit Booth Package (includes an 8'x10' draped booth)
- Two (2) Complimentary Exhibitor Representatives
- Post Conference Attendee Mailing List
- One-time Highlight on Social Media Channels Promoting Company and Booth Number
- Add an Exhibitor Forum for \$150

## **Supporter** - \$1,000 / Non-Profit

501(c)(3) Organizations - \$500

- Logo recognition on NEAFCS homepage webpage with link to website
- NEAFCS Supporter recognition on all monthly NEAFCS Network emails and marketing materials and event signage at the Annual Session, to include logo and/or listing of name
- Recognition in the Journal of NEAFCS as an NEAFCS Supporter
- One-time Highlight on Social Media Channels Promoting Company

## **Advocate** - \$3,000

- Logo recognition on NEAFCS homepage webpage with link to website
- NEAFCS Sponsor recognition on all monthly NEAFCS Network emails and marketing materials and event signage at the Annual Session, to include logo and/or listing of name
- Recognition in the Journal of NEAFCS as an NEAFCS Sponsor
- Opportunity to include one (1) informational article or video in the NEAFCS Network.
  - Specs: 500 words or less or 10-minute video or less, subject to approval from National Office
  - Deadline: Must be received by the National Office on the first of the month in which the article will be published, as scheduled by the National Office.
- One (1) Annual Session complimentary single exhibit booth package (includes an 8' x 10' draped booth)
- Two (2) complimentary exhibit hall representative
- Logo recognition on NEAFCS Annual Session webpage with link to website
- Sponsor recognition on all marketing materials and event signage at the Annual Session
- Quarter page complimentary advertisement in onsite program book (Sponsor to provide artwork)
- Post conference attendee mailing list
- Pre or post conference attendee e-blast
- One-time Highlight on Social Media Channels Promoting Company and Booth Number

Add an Exhibitor Forum for \$150

# Sponsorship Levels

## Continued

### Champion - \$5,000

- Logo recognition on NEAFCS homepage webpage with link to website
- NEAFCS Sponsor recognition on all monthly NEAFCS Network emails and marketing materials and event signage at the Annual Session, to include logo and/or listing of name
- One (1) exclusive email blast sent to all NEAFCS members highlighting your company/organizations products, services, resources, etc.
- Recognition and quarter page ad in the Journal of NEAFCS as an NEAFCS Sponsor (Sponsor to provide artwork)
- Opportunity to include two (2) informational articles or videos in the NEAFCS Network.
  - Specs: 500 words or less or 10-minute video or less, subject to approval from National Office
  - Deadline: Must be received by the National Office on the first of the month in which the article will be published, as scheduled by the National Office.
- One (1) Annual Session complimentary single exhibit booth package (includes an 8' x 10' draped booth in front of the trade show hall)
- Three (3) complimentary exhibit hall representatives
- Logo recognition on NEAFCS Annual Session webpage with link to website
- Sponsor recognition on all marketing materials and event signage at the Annual Session
- Half page complimentary advertisement in onsite program book (Sponsor to provide artwork)
- One (1) Announcement in a NEAFCS Email sent to all attendees and potential attendees promoting and highlighting your sponsorship at convention. (This will feature your company logo and a 50-word highlight)
- One (1) full Annual Session registration with option to purchase additional at member rate
- Pre/post conference attendee mailing list
- Pre/post conference attendee e-blast
- Three-minute opportunity to provide remarks at the General Session
- Complimentary 30-minute Exhibit Forum
- One (1) 3-minute MAX promo video on website and social media

### Investor - \$7,000

- Logo recognition on NEAFCS homepage webpage with link to website
- NEAFCS Sponsor recognition on all monthly NEAFCS Network emails and marketing materials and event signage at the Annual Session
- One (1) exclusive email blast sent to all NEAFCS members highlighting your company/organizations products, services, resources, etc.
- Recognition and half page ad in the Journal of NEAFCS as an NEAFCS Sponsor (Sponsor to provide artwork)
- One (1) Webinar Sponsor (shown below)
- Opportunity to include three (3) informational articles or videos in the NEAFCS Network.
  - Specs: 500 words or less or 10-minute video or less, subject to approval from National Office
  - Deadline: Must be received by the National Office on the first of the month in which the article will be published, as scheduled by the National Office
- One (1) Annual Session double booth package in prime location (includes an 8' x 20' draped booth in front of the trade show hall)
- Four (4) Complimentary Exhibit Hall Representatives
- Logo Recognition on NEAFCS Annual Session webpage with link to website
- Sponsor recognition on all marketing materials and event signage at the Annual Session
- Full page complimentary advertisement in onsite program book (Sponsor to provide artwork)
- One (1) Announcement in a NEAFCS Email sent to all attendees and potential attendees promoting and highlighting your sponsorship at convention. (This will feature your company logo and a 50-word highlight)
- Two (2) full Annual Session registration with option to purchase additional at member rate
- Pre/post conference attendee mailing list
- Pre/post conference attendee e-blast
- Five-minute opportunity to provide remarks at the General Session
- Complimentary 30-minute Exhibit Forum
- Banner ad on homepage of NEAFCS website, size determined by National Office (Sponsor to provide artwork)
- One (1) 3-minute MAX promo video on website and social media
- Complimentary Partner Membership for current year (include one individual membership)

# Other Sponsorship Packages/ Add-Ons

*Add-Ons are available to Advocate, Champion and Investor Sponsors only.*

## Newsletter Sponsor

Feature your company/organization with a linked image or video that will be posted to the top of the newsletter. In addition, this same image or video will be displayed on the NEAFCS Network email announcement sent to members which includes the link to the current newsletter.

The NEAFCS Network is a monthly electronic newsletter for members. The NEAFCS Network is sent to over 2,800 members around the 15th of each month. The NEAFCS Network includes informational articles relevant to the profession, other alliance updates, member benefits, committee work, member updates, upcoming meeting information and much more! Newsletters are permanently archived on the NEAFCS website and available to all members at any time.

- Rate: \$50 per issue or \$500 for the year (12 issues)
- Specs:
  - Videos must be uploaded and hosted by the person providing them (YouTube hosting preferred).
  - An image should be provided for the video thumbnail and/or the image for the ad itself.
  - The image provided should be .png or .jpeg.
  - The size should be 1920x1080.
  - Ads must be saved as high resolution PNG or JPG file, optimized for web.
- Deadline: Ad must be received within 5 days of the scheduled newsletter.
- Availability: One (1) opportunity available per issue/month.

## Webinar Sponsor

Sponsor an NEAFCS educational webinar and allow us to recognize you as a partner in the profession. As a webinar sponsor, your company/organization will be featured throughout the life of the webinar. All NEAFCS Webinars are available on the Webinar Archive page for perpetuity.

Estimated attendance: 50 - 100

### Benefits of Sponsoring

- Your logo and link to website on the NEAFCS Webinar webpage, promotional eblasts to members, and social media promotion.
- Sponsorship recognition during opening and closing remarks for live webinar.
- Sponsor will receive a complete list of registered participants including name and affiliate only.
- Free recording of the event

Select from one of the options below.

### Option 1 - Select an Already Established Webinar

Don't have the time or resources to create your own webinar? Sponsor an already scheduled member webinar. These webinars are already established with a speaker and topic. We will place your logo on all marketing materials and promotional emails. Sponsorship recognition will also be provided during the opening and closing remarks of the live webinar.

### Option 2 - Create Your Own Webinar

You would be required to submit a webinar topic for review using our online form. Once approved, we will work with you to showcase your expertise. NEAFCS will provide the Zoom platform and marketing plan. We will place your logo on all marketing materials and promotional emails. Sponsorship recognition will also be provided during the opening and closing remarks of the live webinar.

- Rate: \$250
- Specs: 45 minutes of presentation with 10 minutes for Q&A, practice session prior to webinar if needed
- Deadline: 60-days prior to the desired webinar date
- Availability: 4

# Other Sponsorship Packages/Add-Ons

*Continued*

## Premium Homepage Sponsor

Feature your company logo on our homepage scrolling banner, that is also visible on all pages of the website. Your logo will be placed on our website, with a click-through link to the web page or resources of your choice (subject to NEAFCS approval).

- Rate: \$50 per month or \$500 for the year
- Specs: 500x500 px

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## Journal of NEAFCS - Electronic Advertisement

Journal of the National Extension Association of Family & Consumer Sciences is published annually by NEAFCS. It is a refereed journal on Extension Family and Consumer Sciences research and program evaluation. Content includes members' research, applied research and program impacts. Journal of the NEAFCS also includes award winners' reports. The Journal is sent to over 2,800 members.

The Journal is available for viewing online with the option to download for print.

- Rates: \$200 – full page, \$150 – half page, \$100 – quarter page
- Specs: Full page – 8.5x11, Half page – 7.5x4.75, Quarter page – 3.625"x4.875"
- Deadline: September 1st
- Availability: First-come, first-served based on availability

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## Member Targeted Virtual Focus Group Sponsor

Focus groups must be specific to NEAFCS member programming. The request for each focus group will be reviewed and approved. Focus groups will include:

- 30 minutes to showcase your product, service, program, etc. via an electronic platform
- Date and time of focus group will be mutually agreeable by Sponsor and NEAFCS
- Two (2) promotional emails to targeted group to include company name and logo
- Limited participation set by sponsor and/or NEAFCS
- Opportunity to send a follow-up survey to participants (up to 5 questions) – NEAFCS would send on sponsors behalf.
- Compensation for the participants are not included in this package. The sponsor will be responsible for compensating participants directly.

Rate: \$1,000

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## Connecting with Colleagues Sponsor

NEAFCS launched a new networking opportunity for its members to connect on various topics. Members meet via Zoom for 1-hour. These networking sessions are open to all members to come to learn and share.

Estimated attendance: 50-150

Benefits of Sponsoring

- Your logo and link to website on the NEAFCS Connecting with Colleagues webpage, promotional eblasts to members and social media promotion
- Sponsor will receive a complete list of registered participants including name and affiliate only
- Free recording of the event
- Session is archived on the NEAFCS website
- Sponsorship recognition during opening and closing remarks for live webinar

Rate: \$150

Availability: 4

**Additional Annual Session and Awards Sponsorships available.  
For more information email us at [membership@neafcs.org](mailto:membership@neafcs.org).**

# GUIDELINES FOR NEAFCS CORPORATE SPONSORS

Thank you for your interest in becoming a Corporate Sponsor for the National Extension Association of Family & Consumer Sciences (NEAFCS). The Corporate Sponsor program allows for collaboration with like-minded organizations whose purpose is to help advocate the mission of NEAFCS including building awareness of FCS and its members, and to share evidence and science-based information with its members that are useful in their professional work with the public.

NEAFCS Corporate Sponsors are limited to a select group of companies/organizations offering products, educational programs, resources and/or services in health, financial management, food and nutrition, food safety, healthy homes and environments, family life and technology, that our members can utilize in their programs for individuals, families and their communities.

NEAFCS reserves the right, at its sole discretion, to not accept sponsorship from companies whose message NEAFCS deems controversial and/or contrary to the goals, ethics and mission of NEAFCS. Mention of any company, service or product does not constitute endorsement by (a) NEAFCS, (b) any state Extension organization, or (c) the Cooperative Extension system.

All Corporate Sponsors must be current NEAFCS members in good standing.

Should you have any questions or would like to receive the application and agreement to proceed, please contact NEAFCS Executive Director Danielle Jessup at [djessup@executiveoffice.org](mailto:djessup@executiveoffice.org) or (850) 205-5638.

