

SPONSORSHIP OPPORTUNITIES



BRIDGING THE GAP

Many of us are grappling with how to help communities bridge divides and collaborate meaningfully together.

The National Coalition for Dialogue & Deliberation has a long history of doing this work. We are also a scrappy nonprofit, long overdue for full-time staff and programmatic support.

Your support directly enables the production of our conference, and helps us to bring our staff to full-time capacity.

Many funders and organizations are looking to support efforts that strengthen democracy at this important moment in our history.

NCDD sponsorship is a way to **make this contribution** that offers a multitude of benefits to you as an organization, explained in the following pages.

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2023 CONFERENCE SPONSORSHIP PARTNERS

We are thrilled to announce that NCDD's National Conference on Dialogue & Deliberation is back for its 9th year in person!

Our biennial conferences convene hundreds of the most active, thoughtful, and influential people in public engagement and group process work across the U.S., Canada, and throughout the world.

Nearly 5,000 people have attended NCDD's national and regional events, and we expect to have about 500 attendees join us in Atlanta. **Your support makes mobilizing global change possible.**

Sponsorship is crucial in a post-2020 environment. We can't do it without you!

Your patronage of the NCDD conference is a **strong signal** of leadership in and commitment to public engagement and community problem solving in our growing community of practice.

Partnering with us via sponsorship has tangible benefits, and instant, public, prestigious name recognition during and after the event. These highly desired sponsorship placements are a windfall for your brand, as you'll simultaneously build good will and name recognition.

We work with the leading innovators in the field, and our sponsors are the benchmarks of that progress. By sponsoring NCDD 2023, you will be featured as one of the pioneering leaders in dialogue and deliberation. **That's something to talk about!**

We will see you in Atlanta!

OCTOBER 13-15
CROWNE PLAZA ATLANTA PERIMETER AT RAVINIA

WHY NCDD?

The National Coalition for Dialogue & Deliberation (NCDD) is an **active network of thousands** of organizations and professionals from across the U.S. and 40 other countries. Our members engage and mobilize people toward understanding around today's most challenging issues across seemingly insurmountable divides.

The pandemic shift to digital meetings means we **need your support more than ever** to facilitate lasting connections in real communities.

Our network changes the world.

NCDD started in 2002 as a response to the gap in learning and collaboration among those who do dialogue, deliberation, conflict resolution, and public engagement work.

Our national conference provides an unparalleled opportunity for innovators in these practices to share knowledge, update methods, and build collaborative, supportive relationships.

We design highly participatory events using large-scale dialogue and deliberation techniques, and enable attendees to address some of our field's greatest challenges and loftiest dreams. Our **communities are struggling** with crises of public health, environmental health, and civic health. People everywhere are desperate for the ability to hear and be heard in a way they understand.

The world needs facilitative leaders with the training, network, and tools to work more effectively across differences. Our democracy relies on making effective decisions together. Now is the time.

In Atlanta, we will create reinforce these frameworks, spaces, and leaders.

EXPANDING REACH, DELIVERING IMPACT

At NCDD, our strength is in our communication and outreach. Your sponsorship dollars have an **exceptional ROI**, as your brand is promoted and shared to our community of 20,000 leaders in public engagement, conflict resolution, and group process work.



Our field considers NCDD the premier source for group process and public engagement news, updates, and resources. Our organization is the nexus point for communication support for the professional dialogue and deliberation community. People rely on NCDD to keep them apprised of developments in our practice, or when they have something important to learn about and share.

Our in person events, social media channels, and e-mail lists are the go-to resources for the field, and our sponsors are well-represented throughout our many touch points.

Our biennial conferences boast an exceptional track record of attendance and engagement, with attendance between 350 and 500 top-of-field professionals for the past ten years. Other conferences in our field have about 200 to 250 attendees.

More than 3,400 people have attended NCDD's national and regional events, and we expect to have 500 attendees join us in Atlanta this year.

LEVELS OF SUPPORT

As an NCDD sponsor, you are **playing a major role** in promoting knowledge-sharing and networking among dialogue and deliberation professionals, community leaders, and public managers. Your help is strengthening the capacity of people in our field to bridge divides and solve complex community challenges.

Your sponsorship dollars come with other benefits. We are an extremely lean-running organization, and your sponsorship means NCDD can **hire full-time staff** this year, continue to **produce our world-class conferences**, give conference **scholarships**, and ensure the **inclusion** of diverse populations in our field.

Your sponsorship develops the field, enhances professionals, and increases the efficacy of our dialogue and deliberation offerings. In a post-COVID era, these small asks accomplish big things.

The pages that follow detail the major levels of support and other opportunities.

Contact Courtney@ncdd.org to sign on now as a sponsor.

PLATINUM PRODUCER	\$8,000
GOLD STAR SPONSOR	\$5,000-\$7,999
SUSTAINING SPONSOR	\$2,501-\$4,999
SPONSOR ORGANIZATION	\$2,500
CONFERENCE FRIEND	\$1,000
OTHER SPONSORSHIP OPPORTUNITIES	IN PAGES TO FOLLOW

PLATINUM PRODUCER

\$8,000+

Platinum Producers are the true partners of the conference. With this level of sponsorship, we message you to our large network as much as possible.

You receive our most exclusive conference benefits and our full branding suite. Partner with us for impact and exceptional ROI.

Sign on as a Platinum Producer by May 1st to be acknowledged in an Early Sponsor Feature to our NCDD Updates list (reaches 20,000).

CONFERENCE BENEFITS

BENEFIT	DETAIL	VALUE
Conference Registrations	Six (6) comps For your organization, donated as scholarships , or any combination of the two.	\$3,480
Press Announcement	Announcement of your role as a platinum producer in the NCDD Update, which has more than 20,000 subscribers.	20,000+ subscribers
Contact List	Attendee contact list of all opt-in registrants	450-500 contacts

PLATINUM PRODUCER

\$8,000+

BRANDING SUITE

BENEFIT	DETAIL	VALUE
Logo Placement	<ol style="list-style-type: none"> 1. Atop conference landing page 2. On every page of "Events" section of NCDD website 3. In all print/online/mobile conference materials 	More than 10,000 brand impressions
Verbal Acknowledgement	Prominent acknowledgement of sponsorship during opening & closing sessions	1,000+ brand impressions
Guidebook Acknowledgement	Acknowledgement of sponsorship in conference guidebook	500 branding impressions
Full Page Ad	Full page, full color ad in conference guidebook/app	\$1,000
Full Exhibit Table	Full tabling benefits in prominent location	\$500
Swag Bag Inclusion	Up to three (3) pieces of branded swag can be included in attendee tote bags	\$600
Literature Inclusion	Up to four (4) brochures, publications, or books can be included in attendee tote bags	\$1,000
Opening Plenary	One product giveaway at every seat of opening plenary session	\$500
Name Recognition	Your name listed before, during, and after the event in many multi-platform outreach efforts	100,000+ branding impressions

GOLD STAR SPONSOR

\$5,000-\$7,999

Gold Star Sponsors have a large presence and many opportunities for brand impressions and meaningful impact.

Your support at this level reaches countless thousands, and has a targeted impact on our 500 conference attendees. You receive exclusive conference benefits and a world class branding package.

Sign on as a Platinum Producer by May 1st to be acknowledged in an Early Sponsor Feature to our NCDD Updates list (reaches 20,000).

CONFERENCE BENEFITS

BENEFIT	DETAIL	VALUE
Conference Registrations	Five (5) comps For your organization, donated as scholarships , or any combination of the two.	\$2,900
Press Announcement	Announcement of your role as a conference sponsor in the NCDD Update, which has more than 20,000 subscribers.	20,000+ subscribers
Contact List	Attendee contact list of all opt-in registrants	450-500 contacts

GOLD STAR SPONSOR

\$5,000-\$7,999

BRANDING SUITE

BENEFIT	DETAIL	VALUE
Logo Placement	Your logo on the sidebar of every page of the “Events” section of NCDD website	More than 10,000 brand impressions
Verbal & Guidebook Acknowledgement	Prominent acknowledgement of sponsorship during opening & closing sessions AND in conference guidebook	1,500+ brand impressions
1/2 Page Ad	1/2 page, full color ad in conference guidebook/app	\$750
Full Exhibit Table	Full tabling benefits in prominent location	\$500
Swag Bag Inclusion	Up to two (2) pieces of branded swag can be included in attendee tote bags	\$400
Literature Inclusion	Up to three (3) brochures, publications, or books can be included in attendee tote bags	\$750
Name Recognition	Your name listed before, during, and after the event in many multi-platform outreach efforts	100,000+ branding impressions

SUSTAINING SPONSOR

\$2,501-\$4,999

Sustaining Sponsors have an impactful presence and many opportunities for brand impressions and ROI.

Your support at this level reaches countless thousands, and you're memorable to our 500 conference attendees. You receive exclusive conference benefits and a world class branding package.

CONFERENCE BENEFITS

BENEFIT	DETAIL	VALUE
Conference Registrations	Three (3) comps For your organization, donated as scholarships, or any combination of the two.	\$1,740
Press Announcement	Announcement of your role as a conference sponsor in the NCDD Update, which has more than 20,000 subscribers.	20,000+ subscribers
Contact List	Attendee contact list of all opt-in registrants	450-500 contacts

SUSTAINING SPONSOR

\$2,501-\$4,999

BRANDING SUITE

BENEFIT	DETAIL	VALUE
Logo Placement	Your logo on the sidebar of every page of the “Events” section of NCDD website	More than 10,000 brand impressions
Verbal & Guidebook Acknowledgement	Prominent acknowledgement of sponsorship during opening & closing sessions AND in conference guidebook	2,000+ brand impressions
1/4 Page Ad	1/4 page, full color ad in conference guidebook/app	\$500
Full Exhibit Table	Full tabling benefits in prominent location	\$500
Swag Bag Inclusion	One (1) piece of branded swag can be included in attendee tote bags	\$200
Literature Inclusion	Up to two (2) brochures, publications, or books can be included in attendee tote bags	\$500
Name Recognition	Your name listed before, during, and after the event in many multi-platform outreach efforts	100,000+ branding impressions

SUPPORTING ORGANIZATION

\$2,500

Supporting Organizations help produce the conference and provide key support. We make sure your brand reaches countless thousands, as you receive exclusive conference benefits and a world class branding package.

CONFERENCE BENEFITS & BRANDING SUITE

BENEFIT	DETAIL	VALUE
Conference Registrations	Two (2) comps For your organization, donated as scholarships, or any combination of the two.	\$1,160
E-mail & Website Acknowledgement	Acknowledgement of your sponsorship in some conference related materials, and on the NCDD website.	20,000+ subscribers
Contact List	Attendee contact list of all opt-in registrants	450-500 contacts
Guidebook Acknowledgement	Acknowledgement of sponsorship in conference guidebook	1,500+ brand impressions
1/8 Page Ad	1/8 page, full color ad in conference guidebook/app	\$300
1/2 Exhibit Table	1/2 size tabling benefits in prominent location	\$250
Swag Bag Inclusion	One (1) piece of branded swag included in attendee tote bags	\$200
Literature Inclusion	Up to two (2) brochures, publications, or books can be included in attendee tote bags	\$500

CONFERENCE FRIEND

\$1,000

Conference Friends enjoy sponsorship benefits and receive complementary conference benefits and branding support.

CONFERENCE & BRANDING BENEFITS

BENEFIT	DETAIL	VALUE
Conference Registrations	One (1) complementary registration. Can be used for a person within your organization or as a named scholarship.	\$580
E-mail & Website Acknowledgement	Acknowledgement of your sponsorship in some conference related materials, and on the NCDD website.	20,000+ subscribers
Contact List	Attendee contact list of all opt-in registrants	450-500 contacts
Guidebook Acknowledgement	Acknowledgement of sponsorship in conference guidebook	1,500+ brand impressions
Swag Bag Inclusion	One (1) piece of branded swag can be included in attendee tote bags	\$200
Literature Inclusion	One (1) brochure, publication, or book can be included in attendee tote bags	\$250

EXCLUSIVE: PRE-CONFERENCE RECEPTION SPONSOR \$5,000+

The pre-conference reception is a must-attend event for the most exclusive and committed practitioners, and your organization could be the exclusive sponsor of this event.

This sponsorship package allows you to generate buzz and is an exclusive, early opportunity to enhance brand awareness and center your name in the conference conversation.

Your logo will be prominently displayed and your swag will be available for all pre-conference and conference attendees.

Recognition of your sponsorship will receive top billing in the opening remarks of the evening!



EXCLUSIVE: SHOWCASE SPONSOR \$5,000+

Have your swag and your logo exclusively displayed during the Friday Showcase event.

This is the **prime social and networking opportunity** of the conference!

Your sponsorship will also be recognized in the corresponding section of the conference guidebook/app.



SPONSOR A LUNCH OR COFFEE BREAK

Place branded swag and have us feature your logo on signage or our ballroom screen throughout one of our three lunchtimes or one of our many coffee breaks.

These events are where the connections and conference ***really happens***, and are universally well-attended.

Contribute to the comfort and connection of the best deliberative dialogue practitioners in the world.

GUIDEBOOK ADS

Place a full-color ad in the printed conference guidebook! A popular way to sponsor the conference, the guidebooks are provided to all conference attendees, posted on the conference website, and often shared on social media during the conference.

PAGE SIZE	PRICE
FULL PAGE	\$1000
1/2 PAGE	\$750
1/4 PAGE	\$500
1/8 PAGE	\$300

We have other branding opportunities available!

Please reach out to Executive Director Courtney Breese for more information: Courtney@NCDD.org

SPECIAL REQUEST FROM THE BOARD

NCDD PROGRAMMING NEEDS

NCDD's Board of Directors is seeking donations **beyond the conference level** from individuals, organizations, and foundations in support of **urgent programming needs** for our small staff.

In order to support, maintain, and update our network of more than 20,000 people and organizations while programming our biennial conference and other events, we must grow our staff.

Our staff of three works part-time and donates time in-kind, and need to be compensated for their efforts. Consider going above and beyond to secure NCDD's future.

We are in the process of securing legacy funding, grants, other programming resources, but **you can make a difference in your democracy right now** by funding NCDD through a tax-free donation to support staffing for conference programming.