



# Sponsorship Opportunities

for NCDD's 2016 National Conference in Boston, MA

NCDD's 7th National Conference on Dialogue & Deliberation will be held October 14-16, 2016 in the Boston metro area, at the Sheraton Framingham Hotel & Conference Center in Framingham, MA. NCDD's biennial conferences bring together hundreds of the most active, thoughtful, and influential people involved in public engagement and group process work across the U.S. and Canada — and even some from outside North America.

Nearly 3,000 people have attended NCDD's national and regional events so far, and we expect to have over 400 attendees join us this fall.

**Consider supporting this important convening by becoming an All-Star Sponsor, Co-Sponsor or Partner of NCDD 2016.** In supporting the NCDD conference, our sponsors are showing their leadership in and commitment to public engagement and community problem solving to leaders and future leaders in our growing community of practice.

In addition to the tangible benefits listed in this document, becoming a sponsor or partner builds good will, name recognition, and respect for your organization as NCDD proudly acknowledges your support while we publicize the conference.

One more reason to sponsor this year's National Conference on Dialogue & Deliberation is that NCDD's sponsors are amazing! Our past sponsors have been some of the most innovative, exciting organizations working in our field. By sponsoring NCDD 2016, you will be featured alongside other organizations you can be very proud to associate with.

## More about NCDD & NCDD 2016

The National Coalition for Dialogue & Deliberation (NCDD) is an active network of more than 2,200 organizations and professionals from across the U.S. and 40 other countries. Our members engage and mobilize people around today's most challenging issues across partisan, ethnic and other divides.

NCDD was formed in 2002 in response to a growing need for learning and collaboration among those who do dialogue, deliberation, conflict resolution and public engagement work in a variety of disciplines. Our biennial national conferences are designed to provide an unparalleled opportunity for innovators in these practices to share knowledge and build collaborative, supportive relationships.

Our conferences are highly participatory, utilizing large-scale dialogue and deliberation techniques to enable attendees to address some of our field's greatest challenges and biggest dreams.

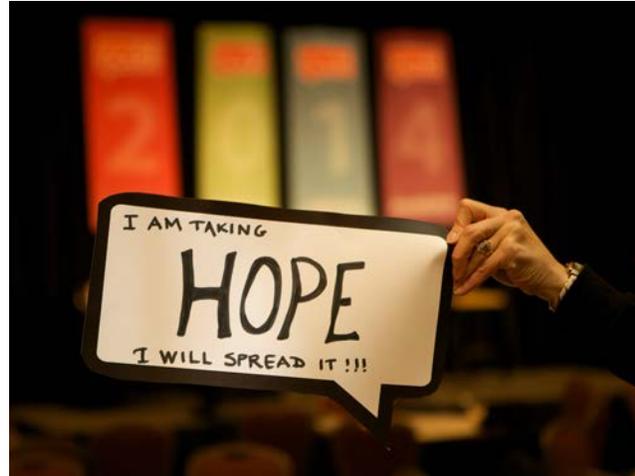
Our theme for the 2016 conference is *Bridging Our Divides*.

NCDD 2016 is taking place a month before the 2016 Presidential election, and in light of the extreme rhetoric and partisan rancor in this election cycle, we will share stories about healing the partisan divide and about creating and implementing strategies that will help us move forward together in addressing our shared problems.



But the divide between left and right politics is not the only divide that we as a field need to help our country address – the *Bridging Our Divides* theme is an invitation for us to address the most persistent of our gaps in our society.

This conference will lift up stories and strategies about people working together across our race divides, our religious divides, our economic divides, our divisions around gender, orientation, and expression, our generational divides, our divides between government officials and everyday citizens, and others.



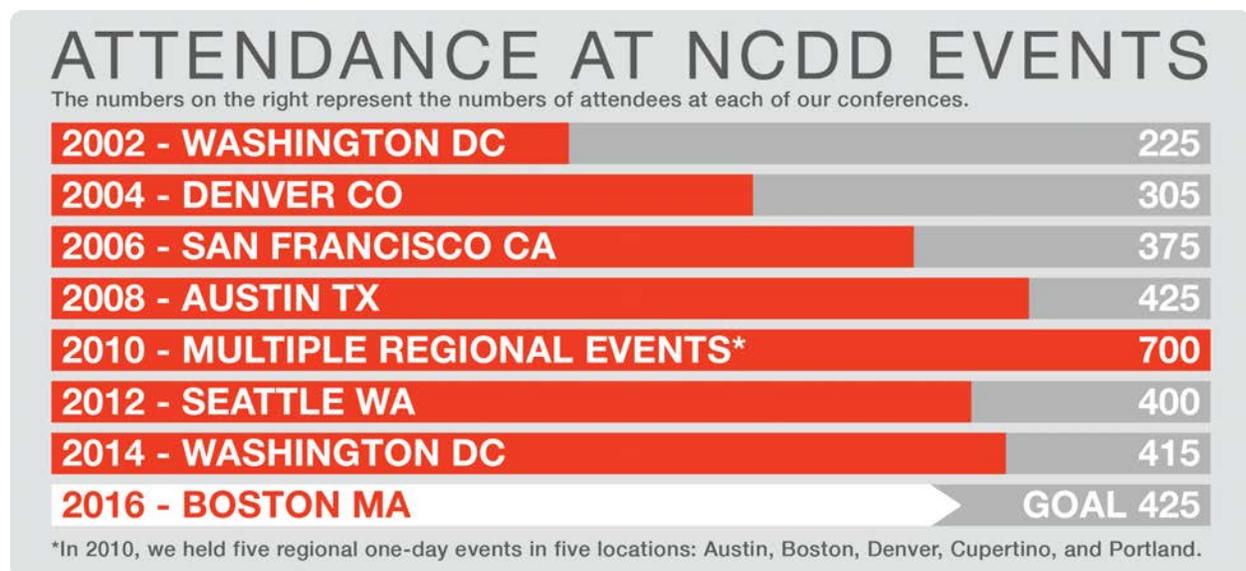
## NCDD's Reach

Because of NCDD's strengths in its communications and outreach, you get more bang for your buck when you sponsor NCDD conferences. In addition to our active, engaged membership of 2,200+ leaders and up-and-comers in public engagement, conflict resolution, and group process, we have a larger community of more than 35,000 subscribers on our monthly updates and we are very active in multiple social media channels.

Many people in our field consider NCDD one of the very best sources for news and resources on group process and public engagement. In some ways, we serve as communications support for the dialogue and deliberation community. People rely on us to stay in-the-know about what's happening in the field and turn to NCDD when they have something important they'd like to share with their colleagues.

As you can see from the following chart, we have had a great track record of attendance at our conferences over the years. Many of our peers' national and international conferences have averaged around 200 or 250 attendees over the past few years.

More than 2,800 people have attended NCDD's national and regional events so far, and we expect to have 400 to 450 attendees join us this fall.



# Sponsorship Benefits

## This year, we're offering three sponsorship levels...

- All-Star Sponsor:** Donation of **\$3,000** or more
- Co-Sponsor:** Donation of **\$2,000**
- Partner:** Donation of **\$1,000**

By supporting the NCDD conference, our sponsors play a critical role in fostering networking and knowledge-sharing among dialogue and deliberation professionals, community leaders, and public managers, in effect strengthening the capacity of people in our field to bridge divides and solve complex community challenges.

Sponsorship support enables NCDD to charge reasonable registration rates for our conferences and even to offer some further registration discounts and scholarships, which increases the economic, age, and racial diversity of our attendees.



Sponsors appreciate knowing they are supporting NCDD and the dialogue and deliberation community, but they also receive numerous other benefits...

Benefits	All-Star Sponsors	Co-Sponsors	Partners
Rate	\$3,000	\$2,000	\$1,000
Number of registrations included	4	2	1
Ad in the conference guidebook	X	X	
Exhibit table at conference	X	X	
Tote bag inserts (materials)	3	2	1
Tote bag inserts (swag)	1	1	1
Acknowledgement on NCDD website (with logo)	X	X	X
Logo featured in sidebar in conference section	X	X	
Acknowledgement in conference emails	X	X	
Acknowledgement in conference guidebook	X	X	X
Acknowledgement during conference opening	X	X	
Attendee list of all registrants	X	X	X
Increased respect and name recognition within NCDD	X	X	X
Good will built with NCDD and our members	X	X	X

## All-Star Sponsors - \$3,000 or more

### Benefits include:

- Your choice of either four complimentary conference registrations (regular rate is \$450), four comped registrations in your name for scholarship recipients, or a combination of the two.
- Prominent acknowledgement of All-Star Sponsorship on NCDD's website and conference e-mailings (including at least one announcement about your All-Star Sponsor role in the NCDD Update, which has over 35,000 subscribers).
- Your logo featured on the sidebar of every page of the event section on the NCDD website.
- Prominent acknowledgement of All-Star Sponsorship in the conference guidebook.
- Acknowledgement of All-Star Sponsorship during opening and closing sessions at the conference.
- A full-color ad in the printed conference guidebook (\$500 value).
- A full exhibit table (\$500 value).
- Up to three brochures, flyers or publications (even books!) included in all attendees' tote bags (\$600 value).
- One tchotchke (branded magnet, pen, notebook, etc.) can be included in all tote bags as well (\$200 value).
- Attendee contact list of all registrants (excluding anyone who opts out during registration).

## Co-Sponsors - \$2,000

### Benefits include:

- Your choice of either two complimentary conference registrations for the event or two comped registrations in your name for scholarship recipients, or a combination of the two. The regular registration rate is \$450.
- Prominent acknowledgement of Co-Sponsorship on NCDD's website and conference e-mailings (including at least one announcement about your Co-Sponsorship in the NCDD Update, which has over 35,000 subscribers).
- Your logo featured on the sidebar of every page of the event section on the NCDD website.
- Prominent acknowledgement of Co-Sponsorship in the conference guidebook.
- Acknowledgement of Co-Sponsorship during opening and closing sessions at the event.
- A full-color ad in the printed conference guidebook (\$500 value).
- A full exhibit table (\$500 value).
- Up to two brochures, flyers or publications (even books!) included in all attendees' tote bags (\$400 value).
- One tchotchke (branded magnet, pen, notebook, etc.) can be included in all tote bags as well (\$200 value).
- Attendee contact list of all registrants (excluding anyone who opts out during registration).

## Partners - \$1000

### Benefits include:

- One complimentary conference registration (\$450 value).
- Acknowledgement of Partner role on NCDD's website, and in some conference emails on the event.
- Acknowledgement of Partner role in the conference guidebook.
- One resource (guidebook, article, book, brochure or flyer) included in all attendees' tote bags (\$200 value).
- One tchotchke (branded magnet, pen, notebook, etc.) can be included in all tote bags as well (\$200 value).
- Attendee list of all registrants (excluding anyone who opts out during registration).

# Sign on now to sponsor...

**Ready to sign on as a Partner, Co-Sponsor or All-Star Sponsor now?** Let NCDD office manager Joy Garman know the type of sponsorship you are interested in, and she will send you an invoice you can use to submit payment. Joy can be contacted at [joy@ncdd.org](mailto:joy@ncdd.org).

If you don't need an invoice, please submit your payment by check (made out to "NCDD" to:

NCDD  
Attn: Joy Garman  
P.O. Box 150  
Boiling Springs, PA 17007

Need to use a credit card? Use the PayPal button at [www.ncdd.org/payment](http://www.ncdd.org/payment) to submit your payment.

Thank you so much for your support!!



If you have any questions about sponsorship, or would like to discuss other ideas about how your organization can support NCDD 2016, send an email to NCDD director Sandy Heierbacher at [sandy@ncdd.org](mailto:sandy@ncdd.org) and suggest a few times you're available for a call.

Learn more about NCDD 2016 (and about all past NCDD events) at [www.ncdd.org/events](http://www.ncdd.org/events).