

**Invitation to be a Sponsor
2017 Iowa Statewide Conference**



Dear Potential Conference Sponsor,

On behalf of the Iowa Community Action Network, I am pleased to share information about an opportunity to show your support in helping address poverty in Iowa. This year, the **2017 Iowa Community Action Association (ICAA) Conference** will be held Tuesday, July 18th–Thursday, July 20th, 2017 at the West Des Moines Marriott.

The conference is an opportunity for learning and networking with Iowa's 17 Community Action Agencies, partners, and community leaders. Our agencies and their over 3,000 employees work tirelessly to serve those with a low income. Over 12.2% of our state's population falls below federal poverty thresholds and the number of working poor continue to increase. As a result of programs targeting poverty like Head Start, food pantries, energy assistance, weatherization, job training and low-income housing, our agencies help children, the elderly and entire families achieve self-sufficiency.

Just as there are multiple ways to help lift people out of poverty, there are multiple ways for you to participate in this event. You can choose to be an attendee and/or sponsor to help support the important work of educating people on best practices in addressing the causes and conditions of poverty through Community Action. Attached you will find information about the conference and Iowa's Community Action Network.

If you'd like to learn more about our network please contact me or feel free to visit our website at www.iowacommunityaction.org. We appreciate your consideration and look forward to hearing from you soon. All commitments must be received by June 6th, 2017 to ensure your organization receives full recognition in publications and other materials.

Sincerely,

A handwritten signature in cursive script that reads "Lana Shope".

Lana Shope, ICAA Executive Director

lshope@iowacaa.com

515-244-0328

Iowa Community Action Association's mission is to be a forceful advocate in support of policies and services that address the needs of individuals and families striving for economic security.

Why Sponsor?

The 2017 ICAA Conference is a great opportunity for sponsors to network with more than 250 conference attendees – many of which will share your information with their over 3,000 colleagues throughout Iowa. While educating and informing these folks about your products and services, you are also supporting agencies who collectively administer nearly \$209 million annually to alleviate the causes and conditions of poverty. Come be a part of our fight against poverty!

History of ICAA

The Iowa Community Action Association has its roots in the War on Poverty, which was declared by President Lyndon B. Johnson in 1964. In signing the Economic Opportunity Act, Johnson created the Office of Economic Opportunity, as well as local Community Action Agencies throughout the country. Today, every county in Iowa is served by a Community Action Agency, providing services directly to Iowans with low-income.

ICAA's mission is twofold: *to serve as an effective advocate for Community Action and to provide training opportunities for Community Action staff and board members.* Since the '80s, the association has held this annual conference. In the years since, ICAA has continued to advocate for legislation and funding to aid the fight against poverty and to provide training opportunities and technical support to enhance the ability of agencies to serve individuals and families. Today, ICAA is an active association and widely respected as a strong advocate for services that help communities reduce poverty.



www.iowacommunityaction.org

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2017 Iowa Community Action Association Conference - Sponsorship Form

July 18th-20th ~ www.iowacommunityaction.org

West Des Moines Marriott ~ 1250 Jordan Creek Parkway West Des Moines, Iowa 50266

Please submit no later than June 6th, 2017 to be included in Printed Materials.

Business Name: _____

Contact Person: _____ Email: _____

Phone# _____ Fax# _____

Billing Address: _____

Choose your sponsorship type:

I would like to be a Program Sponsor at the:

____ Full-page Ad Level \$500 ____ Half-page Ad Level \$250 ____ Quarter-page Ad Level \$150

As a Program Sponsor, your logo (in color) will appear in the conference program as well as on the ICAA website for 6 months (www.iowacommunityaction.org).

I would like to be an Event Sponsor at the *Gold / Silver / Bronze* Level (please circle one):

Gold Sponsor: \$3,000

. All Silver and Bronze Benefits Below Plus

- . Complimentary conference registration for two additional people (four total)
- . Acknowledgement of your sponsorship on our website for 12 months
- . Opportunity to have a two minute Video or PowerPoint running during a meal or plenary for maximum exposure
- . Opportunity to speak for two minutes before a large group session

Silver Sponsor: \$2,000

. All Bronze Benefits Below Plus

- . Signage (provided by you) recognizing your organization at event
- . Provide company/organization marketing materials (brochures; pens; etc.) for conference attendees

Bronze Sponsor: \$1,000

- . Complimentary conference registration for two people
- . Full page Ad in conference program and special recognition during the conference
- . Acknowledgement of your sponsorship on our website for 6 months

Dimensions for Ads: Full Page – H 9.8 x W 7.5

Half Page – H 4.9 x 7.5

Quarter Page – H 4.9 x W 3.8

Contact Zsannette Buchanan if you have any questions, 515-244-0307, zbuchanan@iowacaa.org

Please mail/email sponsorship form and organization logo with contribution to: Iowa Community Action Association (ICAA), 1620 Pleasant Street, Suite 214, Des Moines, Iowa 50314 (*Please submit by June 6th*)

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