

**Invitation to be a Sponsor**  
**2019 Iowa Statewide Conference**  
*"Together We Can"*



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 **2019 Iowa Community Action Association (ICAA) Conference** will be held Wednesday, July 17<sup>th</sup>–Thursday, July 18<sup>th</sup> 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. Nearly 11% 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. Below 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](http://www.iowacommunityaction.org). We appreciate your consideration and look forward to hearing from you soon. All commitments must be received by June 7<sup>th</sup> 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.org](mailto:lshope@iowacaa.org)

515-244-0328

## ***Why Sponsor?***

The 2019 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 attendees 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 to *advocate for policies and services that benefit those striving for economic security*. 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](http://www.iowacommunityaction.org)

*Iowa Community Action Association's mission is to advocate for policies and services that benefit those striving for economic security.*

## 2019 Iowa Community Action Association Conference - Sponsorship Form

July 17<sup>th</sup>-18<sup>th</sup> ~ [www.iowacommunityaction.org](http://www.iowacommunityaction.org)

West Des Moines Marriott Hotel ~ 1250 Jordan Creek Pkwy, West Des Moines, IA 50266

*Please submit no later than June 7<sup>th</sup>, 2019*

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Phone# \_\_\_\_\_

Billing Address: \_\_\_\_\_

### Choose your sponsorship type: (please check one)

#### Platinum Sponsor: \$3,000

. All Gold, Silver and Bronze Benefits Below Plus

- . Complimentary conference registration for two additional people (four total)
- . Recognition of your sponsorship on the Iowa Community Action Association 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
- . Conference mobile app Event Card
- . Two additional customized sponsored posts via conference mobile app (three total)

#### Gold Sponsor: \$2,000

. All Silver and Bronze Benefits Below Plus

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

#### Silver Sponsor: \$1,000

. All Bronze Benefits Below Plus

- . Complimentary conference registration for two people
- . Logo on the back of our conference notebook
- . Special recognition during the conference
- . Opportunity to have a vendor table during conference (times at your discretion)
- . One customized sponsored post via conference mobile app

#### Bronze Sponsor: \$300

- . Recognition of your sponsorship on the Iowa Community Action Association website for 6 months
- . Logo and business contact information featured on conference mobile app

Contact Zsannette Buchanan if you have any questions, 515-244-0307, [zbuchanan@iowacaa.org](mailto: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 7<sup>th</sup>)*

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