

Invitation to be a Sponsor and/or Vendor
2020 Iowa Statewide Conference
"Sharpening Our Focus in 20/20"



Dear Community Partner,

On behalf of the Iowa Community Action Network, I am pleased to share information about an opportunity to support those helping address poverty in Iowa and showcase your organization. This year, the **2020 Iowa Community Action Association (ICAA) Conference** will be held Wednesday, July 15th & Thursday, July 16th 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. An estimated 12% of our state's population falls below the federal poverty threshold, and the number of working poor continues to increase. As a result of programs targeting poverty like Head Start, food pantries, energy assistance, weatherization, job training and low-income housing, our Community Action 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, a sponsor, and/or a vendor 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 visit our website at www.iowacomunityaction.org. We appreciate your consideration and look forward to hearing from you. All commitments must be received by June 8th 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

515-244-0328

Benefit to You

The ICAA Conference is a great opportunity to network with more than 200 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 over \$200 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

2020 Iowa Community Action Association Conference - Sponsorship Form

July 15th-16th ~ www.iowacommunityaction.org

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

Please submit no later than June 8th, 2020

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)
- . 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
- . One customized sponsored post via conference mobile app
- . Provide company/organization marketing materials (brochures; pens; etc.) for conference attendees.

Silver Sponsor: \$1,000

. All Bronze Benefits Below Plus

- . Complimentary conference registration for two people
- . Logo on the back of conference notebook
- . Special recognition during the conference

Bronze Sponsor: \$500

- . Business logo and link on conference page of ICAA website
- . Logo and business contact information featured as sponsor on conference mobile app
- . Reserved vendor table the morning of Thursday, July 16th

Thursday, July 16th Vendor Showcase Only: \$350

Reserve a table to network with Community Action staff about your organization's products/services the morning of July 16th. Business logo and contact information on conference mobile app. Continental breakfast will be provided and silent auction items will be available. If you would like to donate something for the silent auction please contact Corinne Armbrust, carmbrust@iowacaa.org.

Contact Corinne Armbrust if you have any questions, 515-244-0307, carmbrust@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 8th)**