

**Invitation to be a Sponsor
2022 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 **2022 Iowa Community Action Association (ICAA) Conference** will be held Wednesday, July 20th–Thursday, July 21th at the West Des Moines Marriott. We are excited to present this year’s conference as a Hyflex Event (a portion of attendees will be virtual, a portion will be live and all content will be available to participants for a period after the event). We are excited for the hyflex format to increase the exposure of your organization beyond the walls of the hotel venue and provide unique opportunities to market your organization.

The conference is an opportunity for learning and networking with Iowa’s 16 Community Action Agencies, partners, and community leaders. Our members, and the 3,000 employees who work for them, tirelessly serve individuals and families who are experiencing 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 stability as they pursue 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. We appreciate your consideration and look forward to hearing from you soon. All commitments must be received by June 7th to ensure your organization receives full recognition in publications and other materials.

Sincerely,

Katherine Riley Harrington, ICAA Executive Director
kharrington@iowacaa.org 515-244-0328

Why Sponsor?

The 2022 ICAA Conference is a great opportunity for sponsors to network with more than 250 in-person and virtual conference attendees – many of whom 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.



2022 Iowa Community Action Association Conference - Sponsorship Form

July 20th-21st ~ www.iowacommunityaction.org

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

Please submit no later than June 7th, 2022

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 Attendify Platform & 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

Silver Sponsor: \$1,000

- *All Bronze Benefits Below Plus*
- Complimentary conference registration for two people
- Logo on the back of our conference notebook
- Pre Conference Spotlight in Registration communication
- Special recognition during the conference
- Opportunity to have a vendor table during conference (times at your discretion)
- One customized sponsored post via Conference Attendify Platform & Mobile app

Social Sponsor: \$500 (3 Available)

- Logo on Signage at
 - Gathering Social (Tues Night),
 - Yoga Social (Thurs Morn), or
 - Networking Social (Wed Night)
- Signature Appetizer or Cocktail/Mocktail Named for your Organization
- Special Recognition during Social Event
- Recognition on Conference Attendify Platform & 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 Attendify Platform & Mobile App



Contact Katherine Harrington if you have any questions, 515-244-0328, kharrington@iowacaa.org

Please mail/email sponsorship form and organization logo with contribution to: **Iowa Community Action Association PO Box 41608, Des Moines, Iowa 50311** or carmbrust@iowacaa.org. *(Please submit by June 7th)*