

# 36<sup>th</sup> ANNUAL PROTECTING OUR CHILDREN

*National American Indian Conference on Child Abuse & Neglect*

Embracing Resilience and Gratitude through Indigenous Subsistence and Medicine

April 15-18, 2018 • Anchorage, Alaska

## *Sponsorship Opportunities*





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The National Indian Child Welfare Association (NICWA) is excited to announce that our 36th Annual Protecting Our Children National American Indian Conference on Child Abuse and Neglect will be held at the Dená'ina Civic and Convention Center in Anchorage, Alaska, on April 15-18, 2018.

Each year, NICWA hosts the largest national gathering on American Indian and Alaska Native child advocacy issues. With over 1,200 attendees representing 233 tribes, this four-day conference attracts international attention, creating a space where critical policy and practice updates are shared and community best practices are highlighted. Conference attendees are a cross section of experts including child welfare, mental health, and juvenile justice service providers; legal professionals; advocates for children; and tribal, state, and federal leaders.

This conference offers cutting-edge programming and serves as the leading source of emerging best practices in the field of Indian child welfare. Strategies to develop programs and services that

## 2017 conference by the numbers:

- \$191,458 raised by sponsors & gifts
- 1,241 attendees
- 698 conference app users
- 570 new members
- 413 gallons of coffee served
- 333 NICWA store items sold
- 233 tribes represented
- 143 presenters
- 73 workshops
- 47 sponsors
- 45 states & provinces represented
- 40 exhibitors
- 18 youth cultural performers
- 8 conference raffle prizes

keep Native families together and thriving are at the core of our programming, with Indian Child Welfare Act (ICWA) compliance as the cornerstone. Our unique mix of content and activities inspires attendees to develop culturally based programming and systems change efforts. These, in turn, effect change in their communities and promote the well-being of children and families across Indian Country.

### What attendees are saying:

"I'm so thankful for NICWA. The topics we need to discuss as Native people, these are such hard topics. I feel so much encouragement and strength here. I feel like we are building our tribes, ourselves, and our babies with less hurt and more love by connecting here together."

"As a non-Native person it was poignant to hear perspectives of Indians — historically and contemporarily with respect to challenges and collaborations."

"I enjoy attending. It's one of the best conferences I attend and I always look forward to coming back to keep expanding my knowledge in different areas."

## 2017 Conference Sponsors:



# Sponsorship Opportunities

## HOST SPONSOR—\$20,000

Logo and name recognition as a sponsor **prominently featured** throughout the conference and in NICWA communications • Event signage • Agenda book • Host welcome ad in agenda book • Ad on conference app • Logo on registration confirmation emails • Slideshow for all four general sessions • *NICWA News* (circulation: 1,500) • Website (number of page views per month: 44,338) • Facebook (likes: 54,253) • Twitter (followers: 8,820) • Conference registration marketing postcard (mailing list: 8,500) • National media publication thank you advertisement (*reach: 75,000+*) • Profiled in *e-NICWA News* (circulation: 13,073) • One press release (200 national and local media outlets) • Monthly event e-bulletin (circulation: 13,073) • Conference final report

### Additional opportunities

• Brief remarks at a general session • Recognition as dinner banquet sponsor • Invitation to dinner banquet reception • Verbal recognition at general sessions • Name on lanyards • Logo on t-shirts and tote bags • Product placement in conference tote bag

### Complimentary gifts

• Six complimentary conference registrations • \$1,000 Sage Organizational/Tribal NICWA membership • Four NICWA conference t-shirts

## FOUR DIRECTIONS SPONSOR—\$10,000

Logo and name recognition as a sponsor **featured** throughout the conference and in NICWA communications • Event signage • Agenda book • Slideshow for all general sessions • *NICWA News* • Website • Facebook • National media publication thank you advertisement • Monthly event e-bulletin • Conference final report

### Additional opportunities

• Recognition as raffle sponsor • Verbal recognition at general sessions and dinner banquet • Invitation to dinner banquet reception • Logo printed on conference t-shirts • Product placement in conference tote bag

### Complimentary gifts

• Four complimentary conference registrations • \$1,000 Sage Organizational/Tribal NICWA membership • Two NICWA conference t-shirts

## SACRED CIRCLE SPONSOR—\$5,000

Logo and name recognition as a sponsor **promoted** throughout the conference and in NICWA communications • Event signage • Agenda book • Slideshow for all general sessions • *NICWA News* • Website • National media publication thank you advertisement (listing only) • Monthly event e-bulletin • Conference final report

### Additional opportunities

• Recognition as membership reception sponsor • Verbal recognition at general sessions • Invitation to dinner banquet reception

### Complimentary gifts

• Two complimentary conference registration • \$400 Cedar Organizational/Tribal NICWA membership

## MORNING STAR SPONSOR—\$2,500

Logo and name recognition as a sponsor **highlighted** throughout the conference and in NICWA communications • Event signage • Agenda book • Slideshow for all general sessions • *NICWA News* • Website • Conference final report

### Additional opportunities

• Recognition as refreshment sponsor

### Complimentary gifts

• One complimentary conference registration • \$400 Cedar Organizational/Tribal NICWA membership

## COUNCIL OF FRIENDS SPONSOR—\$1,000

Name listing and recognition throughout conference • Event signage • Agenda book • Slideshow for all general sessions • Website • Conference final report

### Complimentary gift

• 50% off one conference registration

Ask us about additional sponsor opportunities such as exhibitor booths, ads in regional publications, or reserved banquet tables!

Sponsorship confirmation received by February 15, 2018, is guaranteed placement in all conference materials. The only exception is January 12, 2018, for inclusion in the conference marketing postcard and host welcome ad, both are perks of the host sponsor level.

For more information, contact Kim Christensen, development director, at (503) 222-4044, ext. 123, or [kchristensen@nicwa.org](mailto:kchristensen@nicwa.org).  
National Indian Child Welfare Association, 5100 SW Macadam Avenue, Suite 300, Portland, Oregon 97239



**NICWA**

National Indian Child Welfare Association

NICWA is a private, nonprofit, membership-based organization dedicated to the well-being of American Indian and Alaska Native children and families. Headquartered in Portland, Oregon, NICWA serves tribes, individuals, and private organizations throughout the United States and Canada by serving as the most comprehensive source of information on American Indian child welfare and acting as the only national Native organization focused on building tribal capacity to prevent child abuse and neglect.

Tremendous gains for children and their families have been made over NICWA's 35 years of service to Indian Country:

## \$3 billion

Amount NICWA has brought in new funding to tribal child and family services in the U.S. through our relentless advocacy and policy efforts over the past 20 years.

## 2 youth

Beyond NICWA's youth engagement specialist position, NICWA reserves two spots on our board of directors for youth members to ensure that our work is informed by those we serve.

## 25 states

NICWA serves a wide geographic area and audience. Yearly, NICWA's technical assistance, community development, and advocacy work take staff to tribal communities, both on-reservation and within urban centers.



## 63,195 followers

NICWA harnesses our social media as part of our public education efforts, over the last year we have increased our reach with 11,186 new social media followers. Follow us!

## 1,000+ calls

Number of requests for information and technical assistance calls NICWA responds to each year.

## 10,156 people

Number of participants attending NICWA hosted events, trainings, or conferences in the last 10 years.



## 800+ members

NICWA's strength is our members, and our membership numbers continue to grow. NICWA is activating our membership to participate in our policy and advocacy work. Sign up today to join our movement!

## 166 people

NICWA launched a new online ICWA course in December 2016 to coincide with the ICWA regulations going into effect and the subsequent release of updated guidelines. This online training provides critical information that is easy to access in a format that maximizes learning for those on the front lines of Indian child welfare.

## 14,783 views

NICWA produced and released The Heart of ICWA videos as an educational tool to help share the history of, and ongoing need for, ICWA. You can view and share them with your networks from our YouTube channel or Facebook account.

To learn more about the National Indian Child Welfare Association and its Protecting Our Children Conference:



[www.nicwa.org](http://www.nicwa.org)



Facebook: @NativeChildren



Twitter: @NativeChildren