



38th Annual

Protecting Our Children

Honoring Our Past, Present, and Future Generations

March 29—April 1, 2020 · Denver, Colorado

SPONSORSHIP OPPORTUNITIES





38th Annual

Protecting Our Children

Honoring Our Past, Present, and Future Generations



The National Indian Child Welfare Association (NICWA) is excited to announce that our 38th Annual Protecting Our Children National American Indian Conference on Child Abuse and Neglect will be held at the Marriott Denver Tech Center in Denver, Colorado on March 29–April 1, 2020.

Each year, NICWA hosts the largest national gathering on American Indian and Alaska Native child advocacy issues. With over 1,500 attendees representing more than 200 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.

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

For more information about NICWA's conference and sponsorship opportunities, contact Kim Christensen, development director, at (503) 222-4044, ext. 123, or kchristensen@nicwa.org.

2019 conference by the numbers:

- 2 dance groups
- 5 raffle prizes
- 43 exhibitors
- 45 states and provinces
- 51 sponsors
- 77 workshops
- 158 presenters
- 252 tribes represented
- 826 app users
- 923 new members
- 1,552 attendees
- \$219,663 raised

2019 Conference Sponsors:



SPONSORSHIP OPPORTUNITIES

HOST SPONSOR • \$20,000

LOGO AND NAME RECOGNITION PROMINENTLY FEATURED THROUGHOUT THE CONFERENCE AND IN NICWA COMMUNICATIONS

• Event signage • Agenda book • Host welcome ad in agenda book • Ad in conference app • Registration confirmation emails • Check-in Kiosk Frame/Wallpaper • In-app Gamification • Slideshow for all general sessions • NICWA News (circulation: 1,975) • Website (number of page views per month: 45,370) • Facebook (followers: 54,122) • Twitter (followers: 12,148) • Early-bird registration postcard (mailing list: 8,200+, inclusion due date: January 8th) • *Indian Country Today* online publication thank you advertisement (subscribers: 79,000) • Profiled in e-NICWA News (circulation: 14,907) • One press release (200 national and local media outlets) • Monthly event e-bulletin (circulation: 14,907) • Conference final report

ADDITIONAL OPPORTUNITIES

• Brief remarks at a general session • Recognition as dinner banquet sponsor and priority seating offering • Verbal recognition at all general sessions • Name on lanyards • Logo on t-shirts • Logo on tote bags • Product placement in tote bags

COMPLIMENTARY GIFTS

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

FOUR DIRECTIONS SPONSOR • \$10,000

LOGO AND NAME RECOGNITION FEATURED THROUGHOUT THE CONFERENCE AND IN NICWA COMMUNICATIONS

• Event signage • Agenda book • Slideshow for all general sessions • NICWA News • Website • Facebook • *Indian Country Today* online publication thank you advertisement • Monthly event e-bulletin • Conference final report

ADDITIONAL OPPORTUNITIES

• Recognition as raffle sponsor • Verbal recognition at general sessions • Verbal recognition dinner banquet and reserved seating offering • Logo printed on conference t-shirts • Product placement in tote bags

COMPLIMENTARY GIFTS

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

SACRED CIRCLE SPONSOR • \$5,000

LOGO AND NAME RECOGNITION PROMOTED THROUGHOUT THE CONFERENCE AND IN NICWA COMMUNICATIONS

• Event signage • Agenda book • Slideshow for all general sessions • NICWA News • Website • *Indian Country Today* online publication thank you advertisement (listing) • Monthly event e-bulletin • Conference final report

ADDITIONAL OPPORTUNITIES

• Recognition as membership reception and refreshments sponsor • Verbal recognition at a general session • Dinner banquet seating offering

COMPLIMENTARY GIFTS

• Two complimentary registrations • \$400 Cedar Org/Tribal membership

MORNING STAR SPONSOR • \$2,500

LOGO AND NAME RECOGNITION 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 youth and elder lounge sponsor

COMPLIMENTARY GIFTS

• One complimentary registration • \$400 Cedar Org/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

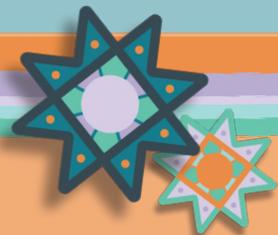
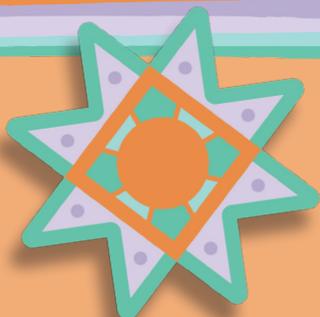
COMPLIMENTARY GIFT

• 50% off one registration

NEW THIS YEAR—ADD TO YOUR SPONSOR EXPERIENCE!

Only one of each of the following offerings are available as an add on to a sponsorship level above.

- **Life Saver** (\$2,000): Name/brand placement on cell phone charging station, prominently placed
- **Marketing Maximizer** (\$1,500): Tote bag placement, two push notifications, and one banner ad in conference app
- **Game-on** (\$1,000): Gamification in-app challenge, one push notification, and one map listing
- **Social Butterfly** (\$1,000): Name/brand placement on social wall, strategically located





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 37 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

NICWA reserves two spots on our board of directors for youth members to ensure that our work is informed by those we serve.



50+ communities

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



66,270 followers

NICWA harnesses social media as part of our public education efforts. Over the last year we have increased our reach with 3,116 new social media followers. Follow us! Facebook/Twitter: @NativeChildren



1,200+ calls

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



191,168 hours

Number of training hours completed by participants through NICWA hosted events, trainings, or conferences in the last 10 years.



1,352 members

NICWA's strength is our members! As the number of NICWA member advocates grow, together we are better able to improve outcomes for Native children and their families. Join our movement as a NICWA member today.

687 people

NICWA launched a new online ICWA course in December 2016 to coincide with the effective date of the ICWA regulations. 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.

32,788 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. Check out our YouTube channel or Facebook account to view and share these videos with your networks!

To learn more about NICWA and Protecting Our Children Conference: www.nicwa.org/conference
5100 SW Macadam Avenue, Suite 300, Portland, Oregon 97239



www.nicwa.org



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