

39TH  
ANNUAL



# PROTECTING OUR CHILDREN

Connectedness, Resilience,  
and Persistence



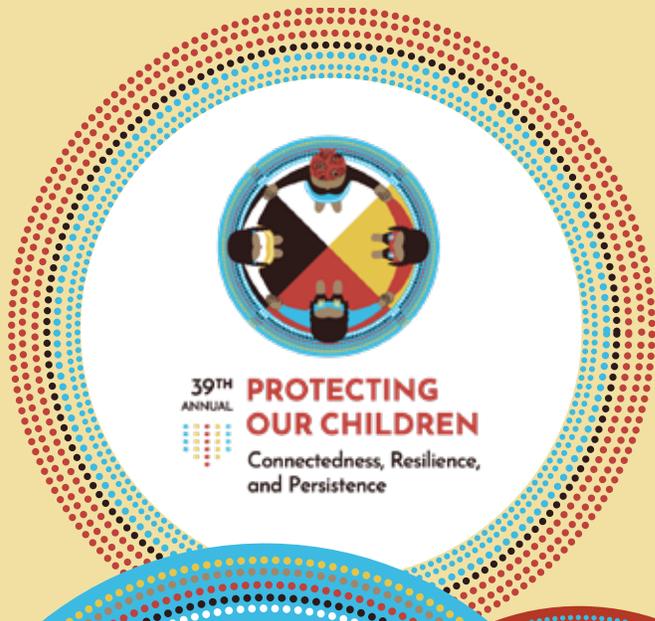
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## SPONSORSHIP OPPORTUNITIES



**NICWA**

National Indian Child Welfare Association  
Protecting Our Children • Preserving Our Culture



The National Indian Child Welfare Association (NICWA) is excited to announce that our 39th Annual Protecting Our Children Conference will be a virtual event on April 11-14, 2021. While the COVID-19 pandemic has prevented an in-person gathering this year, please know that all sponsor benefits will still be realized.

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.

## 2020 VIRTUAL CONFERENCE BY THE NUMBERS:

- 3 full days of content
- 9 workshop sessions
- 19 workshop presenters
- 3 keynote addresses
- 1 membership meeting
- 917 attendees
- 88 newsfeed posts
- 573 new members
- 46 sponsors
- 178,700 dollars raised

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 Elizabeth Brando, development director, at (315) 412-8539, or [elizabeth@nicwa.org](mailto:elizabeth@nicwa.org).

## 2020 VIRTUAL CONFERENCE SPONSORS



## HOST SPONSOR • \$20,000

Logo and name recognition **prominently featured** throughout the conference and in NICWA communications

- Premium app sponsor placement • Agenda book • Host welcome ad in agenda book • Ad in conference app (impressions: 63,100) • Registration confirmation emails • Slideshow for all keynote presentations • Profiled in e-NICWA News (circulation: 14,907) • Website (number of page views per month: 45,370) • Facebook (followers: 54,747) • Twitter (followers: 14,195) • Early-bird registration email (mailing list: 15,855) • *Indian Country Today* online publication thank you advertisement (subscribers: 79,000) • One press release (200 national and local media outlets) • Monthly event e-bulletin (circulation: 15,855) • Conference final report

### Additional opportunities

- Brief videotaped remarks at a general session • Verbal recognition at opening keynote presentation • Recognition as the Champion for Native Children Award sponsor • Verbal recognition at all general sessions

### Complimentary gifts

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

## FOUR DIRECTIONS SPONSOR • \$10,000

Logo and name recognition **featured** throughout the conference and in NICWA communications

- App sponsor placement • Agenda book • Ad in conference app • Slideshow for all keynote presentations • NICWA News • Website • Facebook • *Indian Country Today* online publication thank you advertisement • Monthly event e-bulletin • Conference final report

### Additional opportunities

- Recognition as sweepstakes sponsor • Verbal recognition at second keynote presentation • Verbal recognition at annual membership meeting

### Complimentary gifts

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

## SACRED CIRCLE SPONSOR • \$5,000

Logo and name recognition **promoted** throughout the conference and in NICWA communications

- App sponsor placement • Agenda book • Slideshow for all keynote presentations • NICWA News • Website • *Indian Country Today* online publication thank you advertisement (listing) • Monthly event e-bulletin • Conference final report

### Additional opportunities

- Recognition as membership sponsor • Verbal recognition at second keynote presentation • Verbal recognition at annual membership meeting

### Complimentary gifts

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

## MORNING STAR SPONSOR • \$2,500

Logo and name recognition **highlighted** throughout the conference and in NICWA communications

- App sponsor placement • Agenda book • Slideshow for all keynote presentations • NICWA News • Website • Conference final report

### Complimentary gifts

- One complimentary registration • \$400 Cedar Org/Tribal NICWA membership

## COUNCIL OF FRIENDS SPONSOR • \$1,000

Name listing and **recognition** throughout conference

- App sponsor placement • Agenda book • Slideshow for all keynote presentations • Website • Conference final report

### Complimentary gift

- 50% off one registration





**NICWA**

National Indian Child Welfare Association

NICWA is a private, nonprofit, membership 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.

### **\$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.



### **68,942 followers**

NICWA harnesses social media as part of our public education efforts. Over the last year we have increased our reach with 2,672 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.



### **200,944 hours**

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



### **1,136 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.

### **1,046 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.

### **24,471 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](http://www.nicwa.org/conference)



Facebook: @NativeChildren



Twitter: @NativeChildren



Instagram: @nicwa1983