

Rural is resilient.  
Rural is local.  
Rural matters.

Partner with rural.

# NATIONAL CONFERENCE

## Sponsorship Opportunities



Rural Community  
Assistance Partnership

**2024 RCAP**  
National Conference



Courtyard by Marriott Omaha, La Vista, Nebraska  
October 22-24, 2024

## Title Sponsor\*

\$50,000

- ✓ Keynote speaking opportunity
- ✓ World Café speaking opportunity
- ✓ Keynote session branding
- ✓ 3 minute opening session video (provided by sponsor)
- ✓ Breakfast panel or session with RCAP CEO
- ✓ Priority status for future sponsorship opportunities
- ✓ Host a webinar for the RCAP Network
- ✓ 10 complimentary registrations
- ✓ Featured article about your organization in Rural Matters (circ. 11,000)
- ✓ Full page advertisement in Rural Matters (circ. 11,000)
- ✓ 5 personalized social media posts about your organization leading up to the event
- ✓ Opportunity to participate in the RCAP Awards Reception
- ✓ Opportunity to present during the RCAP Board Meeting
- ✓ Opportunity to contribute content to conference
- ✓ RCAP gift bundle
- ✓ Pre- and post-event email blast
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Title Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page
- ✓ Large cover image on sponsor page
- ✓ Include your logo on the registration form



\* Deadline is June 28, 2024

**2024 RCAP**  
National Conference

## Presenting Sponsor\*

\$25,000



- ✓ Opportunity to participate in a plenary session
- ✓ Opportunity to participate in a World Café session
- ✓ Plenary session branding
- ✓ Priority status for future sponsorship opportunities
- ✓ 7 complimentary registrations
- ✓ Featured article about your organization in Rural Matters (circ. 11,000)
- ✓ Full page advertisement in Rural Matters (circ. 11,000)
- ✓ 4 personalized social media posts about your organization leading up to the event
- ✓ RCAP gift bundle
- ✓ Pre- and post-event email blast
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Presenting Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page
- ✓ Medium cover image on sponsor page
- ✓ Include your logo on the registration form



## Platinum Sponsor\*

\$20,000

- ✓ Opportunity to participate in a plenary session
- ✓ Opportunity to participate in a World Café session
- ✓ Breakout session branding
- ✓ Priority status for future sponsorship opportunities
- ✓ 5 complimentary registrations
- ✓ Half page advertisement in Rural Matters (circ. 11,000)
- ✓ 3 personalized social media posts about your organization leading up to the event
- ✓ RCAP gift bundle
- ✓ Pre- and post-event email blast
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Platinum Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page
- ✓ Medium cover image on sponsor page

## Diamond Sponsor

\$15,000

- ✓ Breakout session branding
- ✓ Priority status for future sponsorship opportunities
- ✓ 4 complimentary registrations
- ✓ Half page advertisement in Rural Matters (circ. 11,000)
- ✓ 2 personalized social media posts about your organization leading up to the event
- ✓ RCAP gift bundle
- ✓ Pre- and post-event email blast
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Diamond Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page
- ✓ Small cover image on sponsor page

## Gold Sponsor

\$10,000

- ✓ 3 complimentary registrations
- ✓ 1 personalized social media posts about your organization leading up to the event
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Gold Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page
- ✓ Small cover image on sponsor page



## Silver Sponsor

\$5,000

- ✓ 2 complimentary registrations
- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Sponsorship toolkit
- ✓ Silver Sponsor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page





## Exhibitor

\$2,000

A discounted exhibitor rate of \$500 is available for nonprofit partners.

- ✓ Tabletop exhibit space with dedicated time
- ✓ Logo on event website and event signage throughout the event
- ✓ Exhibitor acknowledgement on all materials
- ✓ Mention in all materials for event
- ✓ Clickable sponsor logo on sponsor page



## More Sponsorship Opportunities

### App Sponsorship

\$5,000-50,000

#### Complete App Buy Out - \$50,000

- ✓ Reserve exclusive status to be the only sponsor with branding on the application
- ✓ Engagement and ROI Analytics

#### Splash Page (1 Day) - \$10,000

- ✓ Brand a splash page that opens for three seconds at the launch of every app entry

#### Scheduled Push Alert/Banner Ad - \$5,000

- ✓ Highlight your company or exhibit table with a specialized push alert or banner transmitted to all attendees that have downloaded the app

### Awards Reception Host (1)

\$12,000-20,000

#### Full Sponsorship - \$20,000

- ✓ Host the Awards Reception
- ✓ Your company's logo will be featured on signage throughout the event and on the website

#### Partial Sponsorship - \$12,000

- ✓ Your company's logo featured during the reception

### Welcome Reception Host (1)

\$3,500-10,000

#### Full Sponsorship - \$10,000

- ✓ Host the opening event, welcoming attendees to RCAP's National Conference
- ✓ Provide food, branded napkins and beverage cup sleeves
- ✓ Your company's logo will be featured on signage throughout the event and on the website

#### Partial Sponsorship - \$3,500

- ✓ Your company's logo will be featured during the reception

### Breakfast Host (3)

\$8,500-30,000

#### Full Sponsorship - \$30,000

- ✓ Host hot breakfast all three days of the Conference
- ✓ Provide food, branded napkins and beverage cup sleeves
- ✓ Your company's logo will be featured on signage throughout the event and on the website

#### Partial Sponsorship - \$8,500

- ✓ Your company's logo featured during 1 breakfast

Design, message, & content subject to RCAP approval

## More Sponsorship Opportunities

### Break Host (5)

\$3,500-12,000

#### Full Sponsorship - \$12,000

- ✓ Your company's logo on all paper cup sleeves used during applicable food functions in the exhibit area

#### Partial Sponsorship - \$3,500

- ✓ Your company's logo featured during 1 coffee break in the exhibit area

### Community Service Sponsorship\*

\$3,500-10,000

Support of this sponsorship give attendees the opportunity to volunteer their services in the greater Omaha area. Sponsor may select an organization in the event area for attendees to support.

### Hotel Key Cards

\$5,000

Your company's logo or custom design branded on hotel keys distributed to all attendees at the hotel.

### RCAP E-Blast

\$1,500 for 1 / \$3,500 for 3

Reserve the premier status to be featured in a pre-RCAP National Conference e-blast to registered attendees, highlighting your company, product, or brand. Your company's logo (with linked website), one image, and link to a 300-word promotional article will be included.

### Attendee Scholarship

\$1,700 per attendee

Provide a scholarship to someone who is unable to attend without financial assistance. The scholarship includes a complimentary registration and lodging at the hotel.

\* Deadline is June 28, 2024

Design, message, & content subject to RCAP approval



# Commitment Form

- Yes! I would like to support the RCAP National Conference. Please check one of the following levels and refer to the sponsorship levels handout for benefit details.

## 2024 Commitment Levels

- Title Sponsor: \$50,000
- Presenting Sponsor: \$25,000
- Platinum Sponsor: \$20,000
- Diamond Sponsor: \$15,000
- Gold Sponsor: \$10,000
- Silver Sponsor: \$5,000
- Exhibitor: \$2,000
- Other (please list): \_\_\_\_\_

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Method of payment:

- Visa       Master Card       American Express

Credit Card # \_\_\_\_\_

- Check Enclosed       Send Invoice

Return commitment form to:

David Fredenburgh  
Rural Community Assistance Partnership Incorporated  
1725 I St NW #225, Washington, D.C. 20006  
(202) 408-1273  
dfredenburgh@rcap.org

Checks should be made payable to the Rural Community Assistance Partnership Incorporated.

Our tax ID number is 23-7367533.

Contributions will go directly to RCAP and support their work.