



Sponsorship



SOCIAL WORK

DETERMINATION | OPPORUTNITY | POWER | EQUITY

Prepared for
Investors & Sponsors

Presented by
NABSW

October 2024



ABOUT US



The National Association of Black Social Workers will celebrate 57 years of service in Richmond, Virginia, April 15-19, 2025. This year's conference theme, "Social Work is Determination, Opportunity, Power, Equity," will feature premier presentations from African American change agents highlighting Social Work Accountability Collaboration Transformation, Innovation Outcomes, and Solutions.

We would like to offer you an opportunity to support our organization's work through sponsorship at the annual conference. Our 57th Annual National Conference is an excellent opportunity to put your company's brand in front of dynamic industry professionals, disseminate information, and show your commitment to empowering people of African ancestry.

We are expecting over 700 conferees to our comprehensive, educational, and restorative training conference. This conference will provide networking opportunities for social work administrators, clinicians, educators, academicians and students on the frontline serving their communities on micro, mezzo, and macro levels.

NABSW is a non-profit membership organization composed of people of African ancestry under the current leadership of the 15th President, Dr. Renata Hedrington-Jones. NABSW is committed to enhancing the quality of life and supporting people of African ancestry through advocacy, human services delivery, and research.

Renata Hedrington Jones, PhD, MPA, MSW



MEET OUR TEAM



Dr. Renata Hedrington-Jones
NATIONAL PRESIDENT



Kathy Lopes
NATIONAL VICE PRESIDENT



Dr. Tiffany Johnson
NATIONAL RECORDING SECRETARY



Damion Wilson
NATIONAL CORRESPONDING SECRETARY



Catina Anderson
NATIONAL MEMBER-AT-LARGE



LaToya Hines
NATIONAL MEMBER-AT-LARGE



OUR GOALS

**Making an Impact
with Black Social
Workers nationally
and globally**



1

Financial Support

2

Resource Enhancement

3

Brand Sponsorship

4

Increased Visibility and
Engagement

5

Support for Community
Initiatives

6

Diversity and Inclusion Efforts



SPONSOR PACKAGES

Black Social
Workers impacting
homes, schools and
communities

DIAMOND

\$20K +

PLATINUM

\$10K - \$19.9K

GOLD

\$7.5K - \$9.9K

SILVER

\$5K - \$7.4K

BRONZE

\$1.5K - \$4.9K

50K+ Reach through News, Media Events & Website
700+ Event Presence to members in the fields of social work, education, justice, government, corporate, etc.
Opportunity for Exhibit booth, Ad space and more



SPONSOR PACKAGES

	DIAMOND \$20,000+	PLATINUM \$10,000 - \$19,999	GOLD \$7,500 - \$9,999	SILVER \$5,000 - \$7,499	BRONZE \$1,500 - \$4,999
Company's name and logo in conference event platform and mobile app	*	*	*	*	*
Digital full page color ad in Souvenir Journal	*	*	*	*	*
Sponsorship advertisement on all social media platforms and in the Wellness Warrior Weekly sent to over 8,000 subscribers	* 6 weeks	* 4 weeks	* 3 weeks	* 2 weeks	* 1 week
Sponsor-provided handout distributed at conference	*	*	*	*	*
Tax deductible contribution in accordance with federal regulations	*	*	*	*	*
Sponsorship banner displayed at conference	*	*			
Continuous advertising loop on screens in major plenary sessions	*	*			
Premier Exhibit Hall Booth	*				
Premium placement of digital full page color ad in the souvenir journal (inside front left, inside back right or left, or outside back)	*				
3 Premiere Job Posting Packages in NABSW online Career Center that reaches over 8,000 members and stakeholders for 60 days	*				
Sankofa Contribution which goes toward providing scholarships to social workers within the NABSW	25%	20%	15%	10%	5%
2 Enhanced Job Posting Packages in NABSW online Career Center that reaches over 8,000 members and stakeholders for 30 days		*			
Regular Exhibit Hall Booth		*	*	*	
1 Basic Job Posting Package in NABSW online Career Center that reaches over 8,000 members and stakeholders for 30 days			*		

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SPONSOR COMMITMENT

Yes, I will sponsor

No, I will not sponsor at this time

Full Name of Person Authorized to make this commitment

Name of Organization

Street Address

City

State

Zip

Email Address

Phone Number

1. I/My organization will commit to the: _____

Diamond Level

Platinum Level

Gold Level

Silver Level

Bronze Level

Total Commitment \$ _____

2. If you are a Diamond, Platinum or Gold Sponsor, will you need an exhibit booth: Yes No

3. I/Members of my organization will be attending the conference: Yes No

4. How many people from your organization will be in attendance: _____

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MAKE YOUR PAYMENT

**Please submit your full sponsorship payment.
You can email all advertisements, graphics, logos, etc.,
along with your payment by January 15, 2025.**

Check/Money Order Please mail to:

NABSW, 2305 Martin Luther King, Jr., Ave., S.E. Washington, D.C. 20020

Credit Card/Invoice: Please contact our National Office Manager at Officemanager@nabsw.org to provide credit card or invoicing information

NABSW is a 501(c)3. All contributions are tax deductible in accordance with state laws concerning 501(c)3s. If you are interested in becoming a sponsor or have any questions, please contact us at sponsorships@nabsw.org. Thank you for your time and consideration.

National Association of Black Social Workers

www.nabsw.org

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