

HELP RESTORES. Help Solves. HELP HINDS. HELP DEFENDS. Help Understands. HELP AFFIRMS. HELP MENDS. Help inspires. HELP SUPPORTS. Help Works. HELP IMAGINES. Help Heals. HELP ENDURES. HELP CONNECTS. Help Unites. Help Frees. Help Cures. HELP LISTENS. HELP BELIEVES. Help Comforts. HELP OVERCOMES. HELP PROTECTS. HELP UNLOCKS. Help Honors. HELP LIFTS.



Social Workers  
Help starts here.

**NATIONAL ASSOCIATION OF SOCIAL WORKERS  
LOUISIANA CHAPTER  
SPONSOR BROCHURE**



National Association of Social Workers

Dear Sponsors, Exhibitors, and Advertisers:

The National Association of Social Workers - Louisiana Chapter (NASW-LA) urges you to consider becoming a sponsor. Sponsorship is not a one time commitment for your organization at our annual conference. Your support of this professional association has the potential of keeping your organization's name visible, yearlong, to social workers throughout the state. Depending on your level of support, you have the potential to have ongoing visibility in the newsletter that is published quarterly. You could even benefit from visibility on our website.

As you are aware, the National Association of Social Workers is the largest organization of professional social workers, with over 150,000 members nationwide. Of these, about 1,600 are members of the Louisiana Chapter. Many people do not realize that many of the state's mental health services are provided by social workers. Even more do not know that social workers are found in hospitals, social service agencies, home health agencies, courts, schools, the military and corporations. It is a profession that prides itself in standing up for others.

In the spring of each year, this NASW-LA hosts our annual conference. For the past several years, we have had between 700 and 1,000 participants and we look forward to as large a crowd each year at our conference, which is scheduled for March of each year. This is always the largest single gathering of our profession in the state; it is one of the largest state conferences in the country. Our conference committee works yearlong to ensure the quality event that our participants have come to expect. We offer workshops and master sessions targeted to social workers in a wide variety of practice areas including addiction, administration/management, aging, children and families, corrections and forensics, diversity and cultural competence, domestic and dating violence, employee assistance, health, public and private mental health, research/policy, sexual assault, school social work and trauma. The support of our sponsors, exhibitors, and advertisers is crucial to maintaining the high quality of our annual meeting.

The various levels of sponsorship opportunities and rates for exhibitors and advertisers are described in this brochure. Please contact the NASW-LA Chapter office if you have any questions.

We encourage and solicit your favorable consideration of sponsorship of the largest social work professional organization in Louisiana and we hope to hear from you soon.

Sincerely,

*Ayn W. Stehr, JD, MSW, LCSW*

Ayn W. Stehr, JD, MSW, LCSW  
Executive Director

# NASW-LA

## Sponsor Brochure

### An Invitation to Participate

The National Association of Social Workers – Louisiana Chapter invites your organization to become an annual sponsor of our organization. Being a sponsor of the Louisiana Chapter entitles you to a wide variety of benefits. Select the level of sponsorship that best meets your needs.

Depending on the level of sponsorship that your organization selects, you are entitled to exposure far beyond the reach of the National Association of Social Workers – Louisiana Chapter’s Annual Conference. Call the Chapter Office for the dates of the Annual Conference.

### Sponsorship Opportunities

**Platinum Sponsor Package** \$10,000

- ❖ Name recognition on a significant conference item (e.g. tote bag or portfolio) given to each registrant at the conference. These items are used by attendees during the conference and then become a significant part of their professional items throughout the year at other professional meetings. Each item will acknowledge your sponsorship by displaying your logo.
- ❖ Choice of exhibit space at conference on Wednesday through Friday
- ❖ Full page ad in Conference Brochure
- ❖ Full page ad in Chapter Newsletter which is published four (4) times annually
- ❖ Ad posting on Chapter website for 12 months and link to your website
- ❖ Six complimentary registrations for the entire conference for staff or board member
- ❖ One set of mailing labels from our database of 1,600 members
- ❖ One set of mailing labels from our database of all registered attendees
- ❖ Six tickets to the Thursday Luncheon

**Gold Sponsor Package** \$7,500

- ❖ Your organization’s name on signage strategically placed throughout the conference  
Your organization would be designated as hosting the plenary sessions
- ❖ Exhibit space at conference on Wednesday through Friday
- ❖ Full page ad in Conference Brochure
- ❖ Half page ad in Chapter Newsletter which is published four (4) times annually
- ❖ Ad posting on Chapter website for 12 months and link to your website
- ❖ Four complimentary registrations for the entire conference for staff or board member
- ❖ One set of mailing labels from our database of 1,600 members
- ❖ One set of mailing labels from our database of all registered attendees
- ❖ Four luncheon tickets to Thursday Luncheon

**Silver Sponsor Package** \$5,000

- ❖ Your organization's name on signage at significantly placed throughout the conference. Your organization would be designated as hosting a major conference event, the Awards Luncheon honoring those who have contributed to the field of Social Work
- ❖ Exhibit space at conference on Wednesday through Friday
- ❖ Full page ad in Conference Brochure
- ❖ Half page ad in Chapter Newsletter which is published four (4) times annually
- ❖ Ad posting on Chapter website for 9 months and link to your website
- ❖ Three complimentary registrations for the entire conference for staff or board member
- ❖ One set of mailing labels from our database of 1,600 members
- ❖ One set of mailing labels from our database of all registered attendees
- ❖ Three luncheon tickets to Awards Luncheon

**Bronze Sponsor Package** \$2,500

- ❖ Your organization's name on signage significantly placed throughout the conference. Your organization would be designated as hosting a conference continental breakfast.
- ❖ Exhibit space at conference on Wednesday through Friday
- ❖ Half page ad in Conference Brochure
- ❖ Quarter page ad in Chapter Newsletter which is published four (4) times annually
- ❖ Ad posting on Chapter website for 6 months and link to your website
- ❖ Two complimentary registrations for the entire conference for staff or board member
- ❖ One set of mailing labels from our database of 1,600 members
- ❖ Two luncheon tickets to the Thursday Luncheon

**Pewter Sponsor Package** \$1,500

- ❖ Your organization's name on signage significantly placed throughout the conference. Your organization would be designated as hosting a conference refreshment break.
- ❖ Exhibit space at conference on Wednesday through Friday
- ❖ Quarter page ad in Conference Brochure
- ❖ Business card ad in Chapter Newsletter which is published four (4) times annually
- ❖ Ad posting on Chapter website 3 months and link to your website
- ❖ One complimentary registration for the entire conference for staff or board member
- ❖ One set of mailing labels from our database of 1,600 members
- ❖ Two luncheon tickets to the Thursday Luncheon

**Exhibitor** \$750

*(Deadline for exhibitors for the Annual Conference is two weeks prior to the conference on a space available basis)*

- ❖ Exhibit space at conference on Wednesday through Friday
- ❖ Organization will be listed in conference brochure as exhibitor
- ❖ Link on the NASW-LA website for a period of 3 months
- ❖ Two luncheon tickets to the Thursday Luncheon

# SPONSORSHIP CONTRACT

I hereby agree to become a Sponsor of NASW-LA at the \_\_\_\_\_ level.

I understand that I will receive a letter of acceptance within seven (7) days of receipt of this signed contract and payment. I further understand that the letter will also outline the start and expiration dates regarding the benefits of the sponsor level that I have chosen.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

## SPONSORSHIP INFORMATION:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Authorized By

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email Address

## CONTACT INFORMATION:

*Please indicate contact person(s) if different from above in regard to Advertising Copy, Annual Conference Exhibit Space, Annual Conference Staffing of Exhibit Space and/or Confirmation of participation at Annual Conference.*

Contact Person(s): \_\_\_\_\_

Area of Contact: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mailing Address: (if different from above) \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Electrical Outlet Required for Exhibit: \_\_\_\_\_ Yes \_\_\_\_\_ No

## PAYMENT:

Checks must be made payable to National Association of Social Workers, Louisiana Chapter and mailed to: NASW-LA, 700 North 10<sup>th</sup> Street – Suite 200, Baton Rouge, LA 70802.

If paying by credit card, please complete the following:

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Name on Card:

\_\_\_\_\_  
Address:

\_\_\_\_\_  
Signature of Cardholder:



# NEWSLETTER ONLY

Over 1600 NASW - Louisiana Members receive the newsletter every three (3) months. The newsletter is referred to repeatedly during the year for information regarding continuing education opportunities and as a resource. Each time a member opens the newsletter, you have the likelihood of reaching them. Here is the perfect opportunity to advertise your organization and support NASW - Louisiana Chapter at the same time.

We have a variety of ad spaces available at prices that will give you maximum exposure at a minimum of cost. Deadline for advertisements for the newsletter is by the 15<sup>th</sup> of the month prior to publication. Newsletters are scheduled to be published at the end of March, June, September and December. Call the Chapter Office for further information.

## NASW-LA Advertising Rates

### Black & White ADS

SIZES	1X	2X	3X	4X	5X	6X
Full Page	\$350	\$300	\$250	\$200	\$150	\$100
1/2 Page	\$200	\$175	\$150	\$125	\$100	\$75
1/4 Page	\$100	\$90	\$80	\$70	\$60	\$50
1/8 Page	\$75	\$65	\$55	\$45	\$35	\$25

### CAMERA READY ART WORK

Camera Ready artwork is required in pdf or jpg format. The artwork needs to be emailed to [mhjames.naswla@socialworkers.org](mailto:mhjames.naswla@socialworkers.org), along with the forms. This completed form can be emailed, faxed or mailed with your payment.

### LAYOUT AND DESIGN

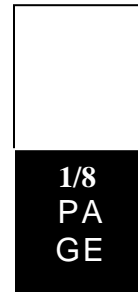
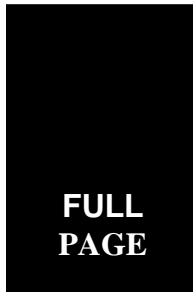
There will be a \$100.00 ad layout and design charge for ads not supplied as pdf or jpg. Ads, which require difficult design elements, will be quoted.

### DEADLINE DATES

The Deadline for the Newsletter is the 15<sup>th</sup> of the month prior to the newsletter be published. Newsletters are published at the end of March, June, September and December.

#### Mechanicals (Inches)

Full Page	7.5 x 10
1/2 Page	7.5 x 4 15/16 (H)
1/2 Page	3 11/16 x 10 (V)
1/4 Page	3 11/16 x 4 15/16
1/8 Page	3 11/16 x 2 17/16



I hereby authorize you to place my advertisement in your newsletter \_\_\_\_\_  
 \_\_\_\_\_ (#)  
 times per year at the rate of \_\_\_\_\_ for a \_\_\_\_\_ page size ad.  
 \_\_\_\_\_ (cost per ad) \_\_\_\_\_ (size of ad)

\_\_\_\_\_  
 Signature of Authorized Representative

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 Authorized By

\_\_\_\_\_  
 City

\_\_\_\_\_  
 State

\_\_\_\_\_  
 Zip

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Phone

\_\_\_\_\_  
 Email Address

# WEBSITE ADVERTISING AND/OR LINK ONLY

If you are not a supporter of NASW-LA, but would like to advertise on our website or have us link your website to ours, the cost is \$25.00 a month or \$250.00 a year.

I hereby authorize you to set up a link to my website at the rate of \_\_\_\_\_ per \_\_\_\_\_.  
(cost) (month or year)

List Agency Website at this address \_\_\_\_\_  
(website address)

List Agency Ad or Logo for link to \_\_\_\_\_  
<http://www>. (website) format.

This information needs to be emailed to [mhjames.naswla@socialworkers.org](mailto:mhjames.naswla@socialworkers.org) :

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Authorized By

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email Address

***For more information, call the Chapter Office at 1-225-346-1234 or (800) 899-1984 or Fax (225) 346-5035 or email our Office Manager at [mhjames.naswla@socialworkers.org](mailto:mhjames.naswla@socialworkers.org).***