



MULTIETHNIC ADVOCATES
FOR CULTURAL COMPETENCE

SPONSORSHIP GUIDE

2024 Annual Conference

“Transforming Care, Transforming Lives”

Wednesday, May 22, 2024

The Fawcett Center
2400 Olentangy River Road
Columbus, OH 43210



MULTIETHNIC ADVOCATES
FOR CULTURAL COMPETENCE

*“Helping Organizations Embrace,
Achieve, and Benefit from
Diversity and Equity”*



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Annual Conference Sponsorships

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Emerald Sponsor - \$20,000

- Marketing and Recognition
 - Premier placement on event print materials (Brochures, Fliers, etc. ...)
 - Corporate Representative speaking/appearance opportunity on tv/radio interviews (if applicable)
 - Media/Press Release announcement
 - Pre-Event Video Promotion
 - Top logo placement on event print materials (Brochures, Fliers, etc. ...)
 - Corporate feature/spotlight on the event website with Logo and link to corporate website
 - Top logo placement on event signage and banners (if applicable)
 - Corporate feature/spotlight in *THREADS* newsletter
 - Corporate mention on ALL Anniversary and Event-Related Social Media posts
 - Acknowledgement at Kick Off, Thank You, and Recruitment events (if applicable)
 - Logo recognition in the MACC Annual Report
 - Branding opportunity on three recurring MACC activities (i.e. podcasts, documentaries, Cultural Conversations, Cultural Coalition Events, etc.)
- Day of Event
 - Stage/Speaking opportunity (i.e. introductions, award presentation, etc...)
 - Verbal recognition during event program
 - Top logo placement on program presentation/video
 - Opportunity to provide give-away/promotional item
 - 18 Conference Registrations

Diamond Sponsor - \$15,000

- Marketing and Recognition
 - Media/Press Release announcement
 - Prominent placement on event print materials (Brochures, Fliers, etc. ...)
 - Corporate feature/spotlight on the event website with Logo and link to corporate website
 - Prominent placement on event signage and banners (if applicable)
 - Corporate feature/spotlight in *THREADS* newsletter
 - Corporate mention on Event-Related Social Media posts (up to 10)
 - Acknowledgement at Kick Off, Thank You, and Recruitment events (if applicable)
 - Logo recognition in the MACC Annual Report
 - Branding opportunity on two recurring MACC activities (i.e., podcasts, documentaries, Cultural Conversations, Cultural Coalition Events, etc.)
- Day of Event
 - Stage/Speaking opportunity (i.e. introductions, award presentation, etc. ...)
 - Verbal recognition during event program
 - Prominent placement on program presentation/video
 - Opportunity to provide give-away/promotional item
 - 12 Conference Registrations



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Platinum Sponsor - \$10,000

- Marketing and Recognition
 - o Media/Press Release announcement
 - o Secondary placement on event print materials (Brochures, Fliers, etc. ...)
 - o Corporate Logo and link on event website
 - o Secondary placement on event signage and banners (if applicable)
 - o Corporate feature/spotlight in *THREADS* newsletter
 - o Corporate mention on Event-Related Social Media posts (up to 8)
 - o Acknowledgement at Kick Off, Thank You, and Recruitment events (if applicable)
 - o Logo recognition in the MACC Annual Report
 - o Branding opportunity on one recurring MACC activities (i.e. podcasts, documentaries, Cultural Conversations, Cultural Coalition Events, etc.)
- Day of Event
 - o Verbal recognition during event program
 - o Secondary placement on program presentation/video
 - o Opportunity to provide give-away/promotional item
 - o 8 Conference Registrations

Gold Sponsor - \$5,000

- Marketing and Recognition
 - o Logo on event print materials (Brochures, Fliers, etc. ...)
 - o Corporate Logo on event website
 - o Corporate Logo on event signage and banners (if applicable)
 - o Corporate feature/spotlight in *THREADS* newsletter
 - o Corporate mention on Event-Related Social Media posts (up to 4)
 - o Corporate name recognition in the MACC Annual Report
- Day of Event
 - o Logo on program presentation/video
 - o Opportunity to provide give-away/promotional item
 - o 5 Conference Registrations

Silver Sponsor - \$2,500

- Marketing and Recognition
 - o Corporate name on event print materials (Brochures, Fliers, etc. ...)
 - o Corporate name on event website
 - o Corporate name on event signage (if applicable)
 - o Corporate name recognition in the MACC Annual Report
- Day of Event
 - o Corporate name on program presentation/video
 - o Opportunity to provide give-away/promotional item
 - o 2 Conference Registrations



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Bronze Sponsor - \$1,000

- Marketing and Recognition
 - o Name on event print materials (Brochures, Fliers, etc. ...)
 - o Name recognition in the MACC Annual Report
 - Day of Event
 - o Corporate name on program presentation/video
 - o Opportunity to provide give-away/promotional item
 - o 2 Conference Registrations
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Conference Contributor - \$500

- Marketing and Recognition
 - o Name recognition in the MACC Annual Report
- Day of Event
 - o 1 Conference Registration