Long Term Care (LTC) facilities support an estimated $12.93 billion of North Carolina’s economic activity.*

Partnering for the Professional Development of Long Term Care in North Carolina.
NCHCFA 2020 Marketing & Sponsorship Opportunities

The North Carolina Health Care Facilities Association (NCHCFA) is pleased to present new marketing & sponsorship opportunities for 2020. NCHCFA includes a variety of offerings to help you market your products and services to long term care professionals across North Carolina. We offer many ways for your organization to increase brand awareness and enhance business relationships.

To help you make more business connections and maximize your marketing budget, we have assembled four powerful levels of sponsorship in addition to our annual and freestanding educational event sponsorships. Our new year-long sponsorships, Elite, Diamond, Supporter, and Host allow you to choose a package that best suits your needs to maximize your brand exposure and capture your desired audience of qualified long term care buyers. There is no better way to connect with key customers in the long term care community.

Whether it’s one of our existing sponsorship programs or a custom package designed to meet your specific needs, you can count on us to help you network with decision makers, as well as showcase your products and services in a professional environment. For more information or to customize your own package, contact Allison Dew at (919) 782-3827 or allisond@nchcfa.org.

Year-Long Elite Sponsor - $25,000.00
This is our most comprehensive package and includes all benefits listed on the following pages. Don’t miss this distinctive opportunity to show your support for the long term care community. Sponsorships can be billed quarterly. See pages 3-5 for additional details.

Year-Long Diamond Sponsor - $17,500.00
This exclusive package allows NCHCFA Associate Members to design a unique sponsorship package that meets the specific needs of their company. This package includes all benefits listed on pages 3-5.

Year-Long Supporter Sponsor - $10,000.00
This premier package includes all benefits listed on pages 3-5.

Year-Long Host Sponsor - $5,000.00
This advertising and marketing package include all benefits listed on pages 3-4.

NCHCFA Annual Convention & Expo Packages
We invite you to participate as a sponsor of NCHCFA's Annual Convention & Expo – February 23-26, 2020 in Greensboro, NC. These packages will provide your business with exposure during the event through communications, marketing, and special benefits. See page 6 for additional details.

NCHCFA Annual Summer Symposium Packages
We invite you to participate as a sponsor of NCHCFA's 9th Annual Summer Symposium, August 5-7, 2020 in Myrtle Beach, SC. These opportunities will provide your business with exposure during the event through communications, marketing, and special benefits. See page 7 for additional details.

*Long Term Care (LTC) facilities include nursing homes, assisted living, and other residential care facilities. These facilities do not include government-owned or hospital-based facilities. (AHCA, May 2019)

NCHCFA Freestanding Educational Seminars
Additional sponsorship opportunities for free standing educational sessions will be available throughout the year. Details will be sent to all Associate Members in advance of each event. See page 8 for 2020 event dates.

Stay up to date with all NCHCFA's events and educational calendar by visiting our website at www.nchcfa.org.
NCHCFA 2020 Marketing & Sponsorship Opportunities

**Elite $25,000.00 (savings of $16,945.00):**
- Complimentary 2020 membership.
- Private networking opportunities with NCHCFA Board of Directors, Executive Committee, and leadership.
- Two guaranteed seats on the Associate Advisory Committee.
- Exclusive advertising & marketing rights.
- 2020 Sponsor of ALL educational events (See 2020 calendar on page 8).
- 2020 Annual Convention & Expo Gold Sponsor (See Convention sponsorships on page 6).
- Attendee mailing lists for all events.
- Two free registrations for 2020 full day education events.
- Display Sponsor at all three available educational events.
- Display sponsor at one Fall District Meeting.
- 2020 Annual Summer Symposium Gold Sponsor (See Symposium sponsorships on page 7).
- And much more on pages 4-5!

**Diamond $17,500.00 (savings of $6,660.00):**
- Complimentary 2020 membership.
- Private networking opportunity with NCHCFA leadership.
- One guaranteed seat on the Associate Advisory Committee.
- Advertising & marketing rights.
- 2020 Annual Convention & Expo Silver Sponsor (See Convention sponsorships on page 6).
- Attendee mailing lists for all events.
- One free registration for 2020 full day education events.
- Display Sponsor at two out of three available educational events.
- 2020 Annual Summer Symposium Gold Sponsor (See Symposium sponsorships on page 7).
- And much more on pages 4-5!

**Supporter $10,000.00 (savings of $3,925.00):**
- Complimentary 2020 membership.
- One guaranteed seat on the Associate Advisory Committee.
- Advertising & marketing rights.
- 2020 Annual Convention & Expo Silver Sponsor (See Convention sponsorships on page 6).
- Attendee mailing lists for all events.
- 2020 Annual Summer Symposium Silver Sponsor (See Symposium sponsorships on page 7).
- And much more on pages 4-5!

**Host $5,000.00 (savings of $1,325.00):**
- Complimentary 2020 membership.
- Advertising & marketing rights.
- And much more on pages 4!
### NCHCFA 2020 Sponsorship Packages

<table>
<thead>
<tr>
<th>Membership &amp; Engagement</th>
<th>Elite $25,000.00</th>
<th>Diamond $17,500.00</th>
<th>Supporter $10,000.00</th>
<th>Host $5,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NCHCFA Membership &amp; Engagement</strong></td>
<td><strong>Save $16,945.00</strong></td>
<td><strong>Save $6,660.00</strong></td>
<td><strong>Save $3,925.00</strong></td>
<td><strong>Save $1325.00</strong></td>
</tr>
<tr>
<td>1 Complimentary Booth at Expo 2020</td>
<td>$1325.00</td>
<td>$1325.00</td>
<td>$1325.00</td>
<td>$1325.00</td>
</tr>
<tr>
<td>Invitation to attend private reception</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Presenting Sponsor of the Class of 2021 &amp; invitation for (2) representatives to attend kick-off reception &amp; dinner with Class of 2021</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Guaranteed (2) seats</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exclusive Advertising &amp; Marketing Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Weekly Newsletter UPDATE</strong></td>
<td>48 Issues (Weekly distribution over 900)</td>
<td>48 Issues (Weekly distribution over 900)</td>
<td>48 Issues (Weekly distribution over 900)</td>
<td>48 Issues (Weekly distribution over 900)</td>
</tr>
<tr>
<td>Logo on Homepage Banner</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>All Email Communications (Weekly distribution to over 800 members)</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Full page color ad</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/2 page color ad</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>Company name listed (excludes logo)</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
<tr>
<td><strong>Advertising in the NCHCFA 2020/2021 Digital Membership Directory (sponsor provides content for ad)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NCHCFA Connect: A Message from Your President</strong></td>
<td>All Issues</td>
<td>(2) Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Advertisement &amp; Marketing for All 2020 Educational Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment as Elite Sponsor in printed and electronic brochures and marketing materials for All 2020 educational events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Verbal Recognition at All 2020 Educational Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition of Elite Sponsorship during opening welcoming remarks at All educational events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo Recognition at All 2020 Educational Events</strong></td>
<td></td>
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</tr>
<tr>
<td>Recognition of sponsorship with logo on the following at all events: (1) “Presented By” on email confirmations for online registrations; (2) Unique name badge/sponsor ribbon at all events; (3) Podium sign to be used at events (where applicable)”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) passes to attend all 2020 Full Day educational sessions (March, May &amp; October)</td>
<td>$1,170.00</td>
<td>$1,170.00</td>
<td>$1,170.00</td>
<td>$1,170.00</td>
</tr>
<tr>
<td>(1) pass to attend all 2020 Full Day educational sessions (March, May &amp; October)</td>
<td>$585.00</td>
<td>$585.00</td>
<td>$585.00</td>
<td>$585.00</td>
</tr>
<tr>
<td>Receive pre and post-seminar attendee mailing lists for all educational events to use for marketing/follow-up</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receive pre and post-seminar attendee mailing lists for all educational events to use for marketing/follow-up</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) passes to attend all events</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$500.00</td>
<td>$500.00</td>
</tr>
<tr>
<td>(1) pass to attend all events</td>
<td>$250.00</td>
<td>$250.00</td>
<td>$250.00</td>
<td>$250.00</td>
</tr>
<tr>
<td><strong>Display Sponsor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulatory Basics, Quality &amp; Workforce Summit, &amp; Financial Summit</td>
<td>$2,450.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select (2) from the following: Regulatory Basics, Quality &amp; Workforce Summit, or Financial Summit</td>
<td></td>
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</tr>
<tr>
<td>$3,500.00</td>
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</tr>
</tbody>
</table>

#### Annual Convention & Expo Package February 22-26, 2020 Greensboro, NC

- **Gold** - $10,000
- **Silver** - $5,000
- **Silver** - $5,000

#### 2020 NCHCFA Educational Events

- **Complimentary Registration**
  - [2] passes to attend all 2020 Full Day educational sessions (March, May & October)
  - $1,170.00
- **Connect**
  - Receive pre and post-seminar attendee mailing lists for all educational events to use for marketing/follow-up
  - $585.00
- **NCHCFA Legislative Conference**
  - (2) passes to attend all events
  - $500.00
- **NCHCFA Fall District Meetings September**
  - Display Sponsor
  - Select (2) from the following:
    - Regulatory Basics, Quality & Workforce Summit, & Financial Summit
    - Regulatory Basics, Quality & Workforce Summit, or Financial Summit
  - $3,500.00

#### Annual Summer Symposium Package August 5-7, 2020 - Myrtle Beach, SC

- **Gold** - $5,500.00
- **Gold** - $5,500.00
- **Silver** - $2,500.00

#### NCHCFA Lunch & Learn Webinar Series

- Opportunity to present content for (1) webinar (content to be reviewed/approved by Education & Programs Committee)
- $2,500.00
Gold Corporate Sponsor - $10,000
- Prominent Logo recognition in the 2020 Annual Convention & Expo App used by attendees and exhibitors.
- Logo imprinted on giveaway item for all 2020 Annual Convention & Expo attendees (products must be ordered by January 15th).
- Recognition of sponsorship with unique name badge/ribbon.
- One prominent full-page color advertisement in the NCHCFA 2020/2021 Digital Membership Directory (sponsor provides content for ad).
- 4 “Sponsor Spot” Announcements made by Trade Show Emcee during Expo 2020. Script will include gratitude to the company for support of the 2020 Annual Convention & Expo, sponsorship level, and booth location.
- Recognition of preferred sponsorship on digital prize board on the stage area for the duration of Expo 2020, February 25th.
- Recognition of sponsorship in weekly Convention updates.
- One full-color advertisement (8 ½” X 11”) in event materials for all attendees (sponsor provides content for ad).
- Prominent signage during Annual Convention & Expo including all social events: Welcoming Reception, Monday Lunch, 2020 Annual Awards Gala, and Chair’s Evening Extravaganza.
- Reserved VIP table and recognition at the 2020 Annual Awards Gala (includes 8 complimentary tickets) - Monday, February 24th.
- 8 complimentary tickets to the Chair’s Evening Extravaganza -Tuesday, February 25th.
- Company name/logo scrolled in video presentation prior to general sessions.
- Recognition banner in 2020 Trade Show booth.

Silver Convention Host - $5,000
- 2 “Sponsor Spot” Announcements made by Trade Show Emcee during Expo 2020. Script will include gratitude to the company for support of the 2020 Annual Convention & Expo, sponsorship level, and booth location.
- Opportunity to provide one company-branded gift for Package One (administrators, owners/operators, corporate/regional representatives, and directors of nursing) and Package Two (nurses, certified nursing assistants, and social workers) attendee registration packets for the Annual Convention & Expo (products must arrive at the Association office by February 14th).
- Logo recognition in the 2020 Annual Convention & Expo App used by attendees and exhibitors.
- Recognition of sponsorship in weekly Convention updates.
- Logo recognition in event materials for all attendees.
- Recognition of sponsorship with unique name badge/ribbon.
- Prominent signage during 2020 Annual Convention & Expo including all social events: Welcoming Reception, Monday Lunch, Annual Awards Gala, and Chair’s Evening Extravaganza.
- 8 complimentary tickets to the Chair’s Evening Extravaganza - Tuesday, February 25th.
- Color logo included on Sponsor page in the NCHCFA 2020/2021 Digital Membership Directory.
- Company name/logo scrolled in video presentation prior to general sessions.
- Recognition banner in 2020 Trade Show booth.

Bronze Convention Supporter - $1,500
- Company name (excludes logo) listed on signage at the Welcoming Reception, Monday Lunch, 2020 Annual Awards Gala, and Chair’s Evening Extravaganza.
- Company name (excludes logo) listed in Convention event materials and scrolled in video presentation prior to general sessions at the 2020 Annual Convention & Expo.
- Recognition of sponsorship with unique name badge.
Summer Symposium Gold Sponsor - Includes Sponsor Only Showcase - $5,500 (Limited to only 20 NCHCFA Associate Members)

- One complimentary tabletop display area at the 9th Annual Summer Symposium Sponsor Only Showcase (includes 6-foot table and 2 chairs). The Sponsor Only Showcase will be held in the Cambridge Hall by registration at the entrance of the educational sessions held Wednesday, August 5th from 12:30 pm - 4:30 pm. Sponsors can use this area to network as well as display literature/marketing materials but are not required to be in this area for the entire showcase (display areas are available to Gold Sponsors for the duration of the 9th Annual Summer Symposium through Friday, August 7th at 11:45 am).
- Logo recognition in the 2020 Annual Summer Symposium App used by attendees.
- Opportunity to provide one giveaway item imprinted with company logo to include in the meeting souvenir bag for all attendees (products must arrive at the Association office by July 24th).
- One set of Corn Hole boards imprinted with one company logo. Boards will be displayed at registration and used during the NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament on August 6th (production deadline July 17th). Sponsor gets to keep the set of boards at the conclusion of the event!
- Logo recognition in event materials for all attendees.
- Recognition of sponsorship with unique name badge/ribbon.

- Two complimentary Summer Symposium Full Registration Packages (includes admission to all educational sessions, continuing education credits, the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament).
- Six complimentary Summer Symposium Associate Member passes (includes admission to the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament).
- Recognition of sponsorship in weekly Summer Symposium updates.
- Verbal recognition of sponsorship during opening remarks and additional announcements throughout the Summer Symposium.
- Prominent signage during the Summer Symposium including the Chair’s Welcoming Reception and all educational session breaks.
- One company logo scrolled in a presentation prior to all educational sessions during Summer Symposium.

Summer Symposium Silver Sponsor - $2,500

- Logo recognition in the 2020 Annual Summer Symposium App used by attendees.
- One set of Corn Hole boards imprinted with one company logo. Boards will be displayed at registration and used during the NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament on August 6th (production deadline July 17th). Sponsor gets to keep the set of boards at the conclusion of the event!
- Logo recognition in event materials for all attendees.
- Recognition of sponsorship with unique name badge/ribbon.
- Verbal recognition of sponsorship during opening remarks and additional announcements throughout Annual Summer Symposium.

(continued on following page)
2020 NCHCFA 9th Annual Summer Symposium Packages
- August 5-7, 2020 - Myrtle Beach, SC - Continued

• Prominent signage during Annual Summer Symposium including the Chair’s Welcoming Reception and all educational session breaks.
• One company logo scrolled in a presentation prior to all educational sessions during Annual Summer Symposium.

Summer Symposium Bronze Host - $1,000
• Company name recognition in the 2020 Annual Summer Symposium App used by attendees.
• Recognition of sponsorship with unique name badge/ribbon.
• One company name (excludes logo) listed on the following: signage at all events, recognition in symposium event materials for all attendees, and scrolled in a presentation prior to all educational sessions during Summer Symposium.
• Two complimentary Summer Symposium Associate Member passes (includes admission to the Chair’s Welcoming Reception, Thursday Lunch, and NCHCFA Day at the Beach/Volleyball & Corn Hole Tournament).

2020 Events Calendar

January
Leadership Institute for LTC Leaders
21-22 @ Raleigh, NC

February
NCHCFA Annual Convention & Expo
23-26 @ Greensboro, NC
Winter District Meetings
24 District I @ Greensboro, NC
24 District II @ Greensboro, NC
24 District III @ Greensboro, NC
24 District IV @ Greensboro, NC
24 District V @ Greensboro, NC

March
Full Day Education Session
18 @ Raleigh, NC
20 @ Asheville, NC
Regulatory Basics/DON Institute
24-26 @ Durham, NC

May
Full Day Education Session
7 @ Charlotte, NC
12 @ Wilmington, NC
NCHCFA Legislative Conference
18-19 (tentative) @ Raleigh, NC
Leadership Institute for LTC Leaders
18 @ Raleigh, NC

June
NCHCFA Intersection of Quality and Workforce
9-10 @ Greensboro, NC

August
NCHCFA Annual Summer Symposium
5-7 @ Myrtle Beach, SC
Leadership Institute for LTC Leaders
11 @ TBD, NC

September
Fall District Meetings
9 @ District I
15 @ District II
22 @ District III
24 @ District IV
29 @ District V
NCHCFA/PAC 9th Annual Autumn Classic
30 (tentative) @ Southern Pines, NC

October
Full Day Education Session
20 @ Asheville, NC
22 @ New Bern, NC
Gold Quality Award Workshop
29 @ Raleigh, NC

November
NCHCFA Financial Summit
4-5 @ Raleigh, NC
Bronze Quality Award Workshop
12 @ Canton, NC
18 @ Raleigh, NC
Leadership Institute for LTC Leaders
17 @ Raleigh, NC

December
Silver Quality Award Workshop
8-9 @ Raleigh, NC