

**February
3-5, 2021**



**Central Texas African American
Family Support Conference
SPONSORSHIP PACKAGE**

INVITATION TO PARTICIPATE

Together We Will Heal

At the Central Texas African American Family Support Conference, we unite in health and wellness. Each year, the conference brings together hundreds of people to explore health solutions, foster relationships, reduce stigma and increase access to care. The conference was born from a desire to confront the systems and cultural bias that have resulted in Africa Americans facing barriers to health care. Since 2000, we've been proud to host over 7,000 guests.

Interactive workshops and inspirational speakers expand our knowledge and connect us to resources that build healthier, more resilient lives. Caring health experts and people with lived experiences offer the most current information on mental health, physical health, substance use disorder and intellectual and developmental disabilities. We explore how race, social conditions and economic status affect health conditions and healthcare experience, and how we can address these challenges as individuals and a community. Together, we lift each up and move toward a healthier future.

Our sponsors make the conference possible and, most importantly, accessible to our community. Through your sponsorships, we are able to offer registration scholarships and reduced registration costs. We invite you to explore this packet to learn about the benefits of sponsorship and consider joining us as a sponsor of the 2021 Central Texas African American Family Support Virtual Conference.



Going Virtual

In 2021, we are excited to embrace the opportunities offered by modern technology. Moving CTAAFSC to a digital platform allows the conference to share information with an even broader audience while safeguarding the health and safety of our guests, staff and volunteers. It also allows guests to expand their knowledge and stay connected from the comfort of their home or office!

This year's virtual program will include live webinars, panel discussions, presentations, interactive Q&A sessions and many opportunities to highlight our sponsors and exhibitors.

ABOUT CTAAFSC

The inaugural conference, held in November 2000, was the first conference in Texas and the third in the United States to focus on the healthcare needs of African Americans. The conference was born from a desire to confront the systems and cultural bias that have resulted in African Americans facing barriers to health care access. Tools and resources that build well-being have often been out of reach for this community. The belief that when people have a strong foundation of physical and mental health, they can reach their full potential drove the creation of the conference.

Integral Care brought together a Conference Planning Committee that included some of the brightest thinkers, community leaders and healthcare professionals in the Austin area.

Why be a Sponsor?

CTAAFSC is expected to attract hundreds of healthcare professionals, non-profit organizations, faith leaders, community members, people with lived experience and more from across the United States. If you are looking to gain brand exposure and build relationships, CTAAFSC is the perfect place to connect!

SPONSOR + EXHIBITOR BENEFITS

PERSONAL CONTACT

Put a face to your brand – the best way to create and maintain relationships with your target audience.

EDUCATION

Learn what's happening in the mental health arena, SUD, IDD, and how you can be part of it.

PRESENCE

Show your commitment to the industry – support the community that supports your business.

BUZZ

Launch a new product, service or marketing campaign – with the undivided attention of your target audience, there's no better way to make a splash!

LEADS

Secure qualified leads – exhibiting allows you to secure leads in one location.

WEBSITE

A pivotal marketing tool - this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

DIRECT MARKETING

Frequent email blasts update registered delegates with general information, latest news, key dates, and program and speaker details. This ensures delegates remain engaged in activities leading up to the conference.

SOCIAL MEDIA

This will be used to create excitement around the event and speakers. LinkedIn, Twitter and Facebook will feature heavily in the social media campaign.

PAST SPONSORS + EXHIBITORS 2020



EXHIBITORS 2020: AGE of Central Texas | AISD: Parent Engagement Support Office | Alliance for African American Health in Central Texas | Alzheimer's Association Capital of Texas | Alzheimer's Texas | Area Agency on Aging of the Capital Area | Ascension Seton | Austin Area Urban League | Austin Public Health | Austin Recovery | Black Mamas Community Collective | Caritas of Austin | Communities for Recovery | CommUnityCare | Dignity Memorial | DoTerra | Foundation For a Drug Free World | Georgetown Behavioral Health Institute | HHS Early Childhood Intervention | Integral Care | Integral Care Foundation | Brian Joseph, Commemorative Artist | Lone Star Circle of Care | Methodist Healthcare Ministries of South Texas, Inc. | NAMI Central Texas | National Ovarian Cancer Coalition Austin Chapter | Phoenix House of Texas | Planned Parenthood of Greater Texas | Prosumers International | The SAFE Alliance | Seminary of Southwest | Sickle Cell Association of Texas Marc Thomas Foundation | SIMS Foundation | Superior HealthPlan | Texas Department of Family and Protective Services | The Texas Council for Developmental Disabilities | Texas Health Steps and the STAR Programs | Texas Organ Sharing Alliance | United Way for Greater Austin | University of Texas at Austin | The Wood Group

Signature Sponsor - \$10,000

- Name/Logo included on platform
- CTAAFSC Presented by (YOUR COMPANY NAME) on top banner during every presentation
- Opportunity to provide 2-minute video to present during the conference.
- Verbal recognition as the Signature Sponsor throughout Conference
- Company logo to feature on all email and social marketing (Facebook, Twitter, and Instagram) in the lead up and during the CTAAFSC Conference
- Logo displayed on CTAAFSC Website
- 10 registration promo codes
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Exclusive availability (1)

Keynote Sponsor - \$5,000

- Exclusive sponsorship of the Keynote Speaker at Conference
- Acknowledgment by moderator as Keynote Speaker Sponsor during speeches
- Company logo to appear on slides displayed throughout sponsored keynote session
- Logo displayed on CTAAFSC Website
- Logo included in final registration email reminder
- 5 registration promo codes
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Availability (3)

Entertainment Sponsor - \$2,500

- Exclusive sponsorship of the Conference Entertainment
- Verbal acknowledgment as the Entertainment Sponsors
- Company logo to appear on slides displayed throughout entertainment
- Logo displayed on CTAAFSC Website
- 2 registration promo codes
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Availability (7)

Workshop Sponsor - \$1,000

- Choose your preferred workshop to sponsor, based on availability.
- Opportunity to offer closing remarks, including thanking guests for participating
- Company logo to appear on slides displayed throughout appointed workshop
- Logo displayed on CTAAFSC Website
- 2 registration promo codes
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Availability (20)

Interactive Session Sponsor - \$750

- Opportunity to introduce session
- Company logo to appear on slides displayed throughout breakout session
- Logo displayed on CTAAFSC Website
- 2 registration promo codes
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Availability (5)

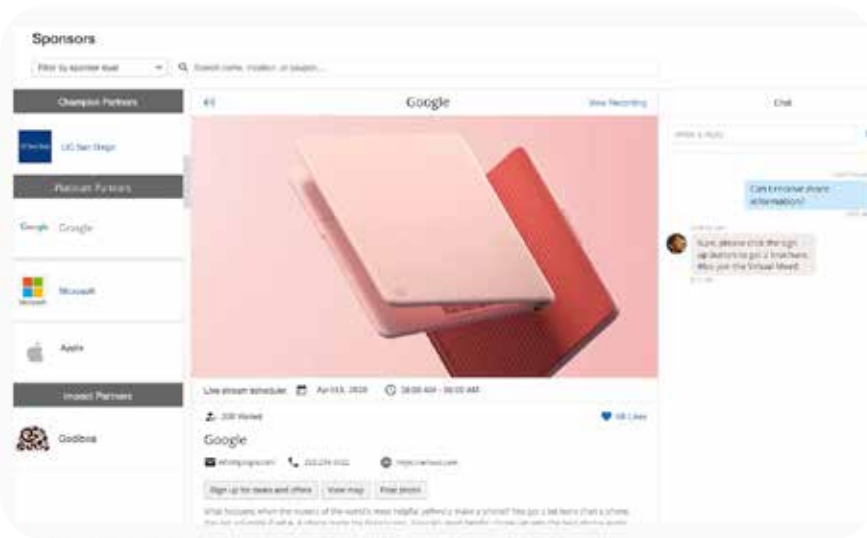
Poster Presentation Sponsor - \$500

- Acknowledgment as a Poster Presentation Sponsor before and after Poster Presentation
- Company logo to appear next to sponsored Poster Presentation for the duration of the session
- Logo displayed on CTAAFSC Website
- Virtual exhibitor space. Includes opportunity to post promotional video and/or PDF materials for download.
- Availability (5)

Examples of Logo Placement



Prominent Website Display
(Title & Signature Sponsors)



Custom Sponsorship Landing Page
(Using Industry Leading Whova)



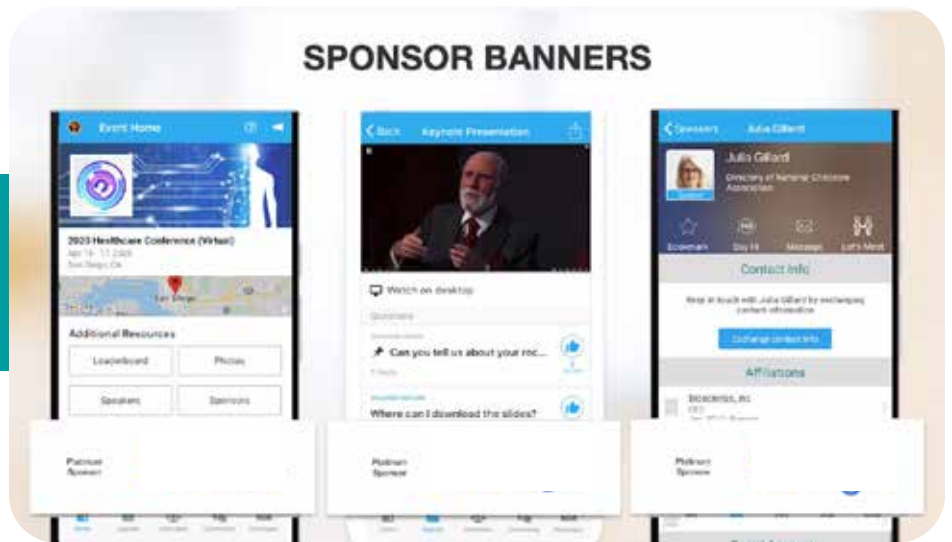
Email Campaign Advertisement

Examples of Logo Placement

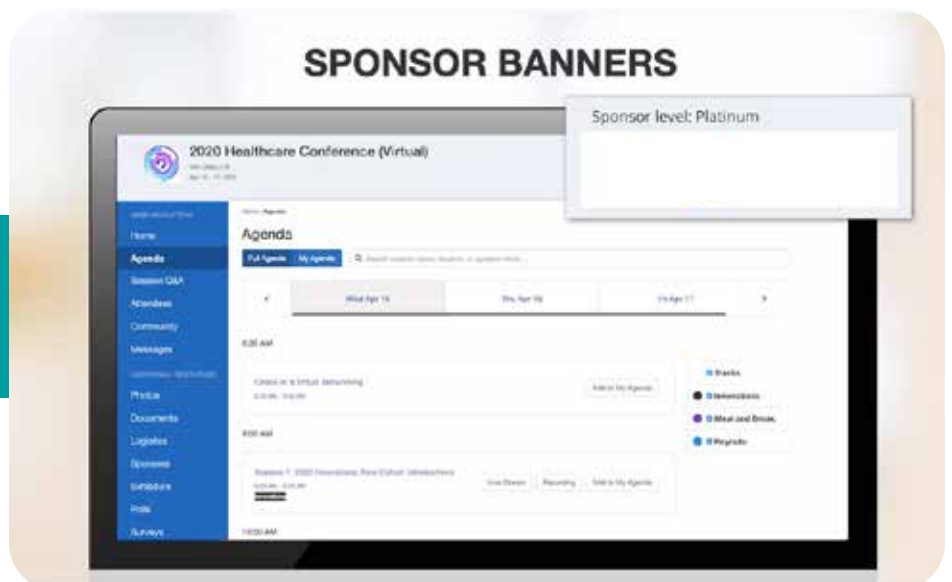
Sponsorship List with Link on Website (List appears on every page)



Sponsor Banners Throughout Mobile App (Using Industry Leading Whova)



Logo Placement in Web Application (Using Industry Leading Whova)



CTAAFSC Social Media & Conference Statistics



950+ Members



- 2800+ Subscribers
- 28% Open Rate
- 17% Click Through Rate

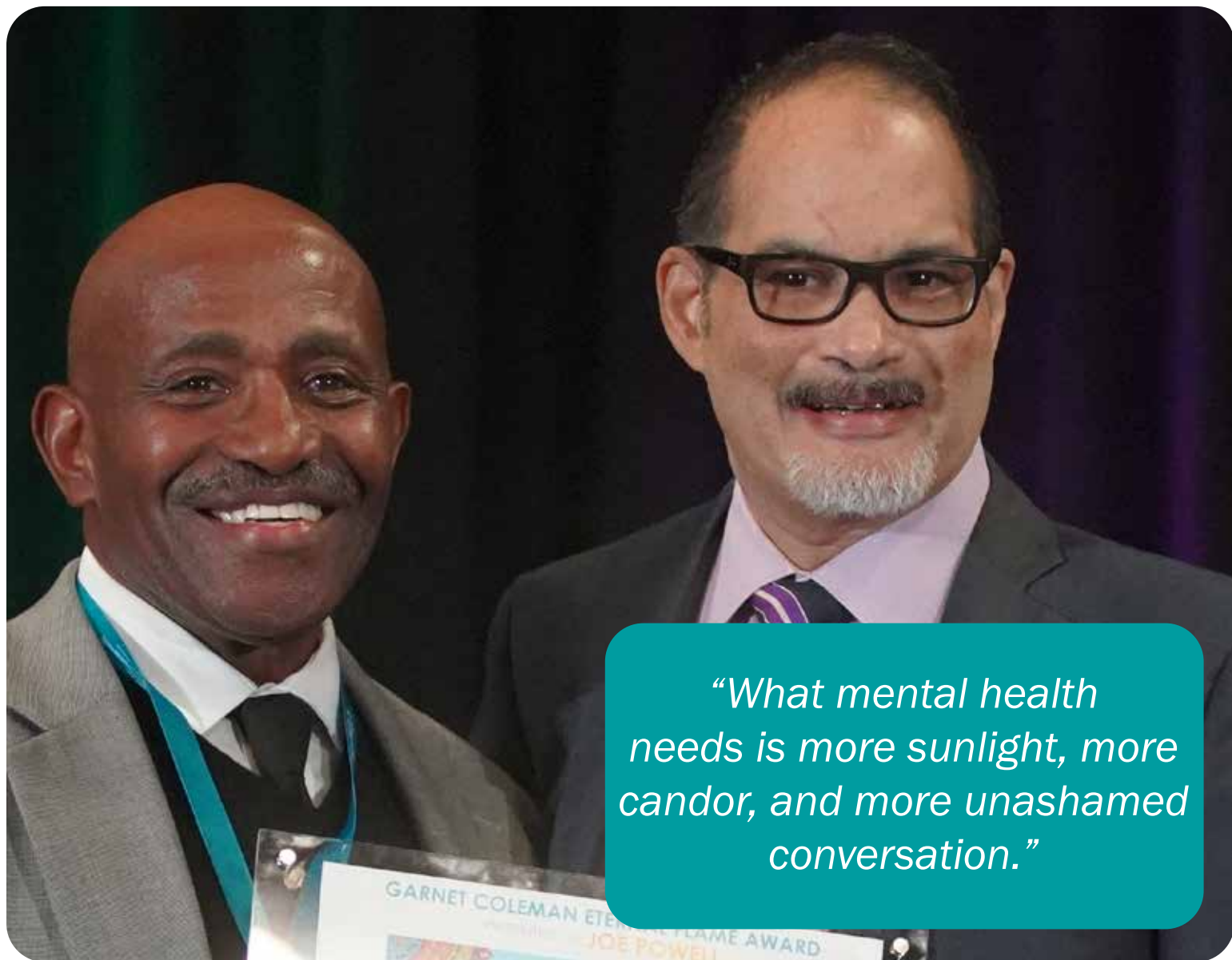


750 Conference Attendees 2020



- 11,000 Unique Visitors since 2019
- Average of 1800 views/day since 2019
- 13,000+ Page Views 3 months leading to conference (December-February)

Contact Us




“What mental health needs is more sunlight, more candor, and more unashamed conversation.”

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