



2021 Virtual Welcoming Interactive Sponsorship Opportunities

May 5-6, 2021

The Welcoming Interactive is an annual conference of the 200+ Welcoming Network of nonprofit organizations, local governments, and community leaders. During this two-day event, sessions equip local communities with the resources, tools, networking, and best practices to positively impact the lives of newcomers in hundreds of communities across the country and around the world.

Sponsoring the Welcoming Interactive makes this exchange of ideas and practices more important than ever. Reflecting diverse identities, cultures, and backgrounds, attendees from local government, business, nonprofits and NGOs offer an opportunity to develop relationships and support diversity, equity, and inclusion.

In the midst of a global pandemic, the Welcoming Interactive, like many events, has shifted to virtual programming and is rethinking how to connect with people across digital platforms. Although this is a challenging time, it's also an exciting opportunity to rethink old assumptions, imagine new possibilities, and learn from one another.

What Makes the Virtual Welcoming Interactive Unique?

- Hundreds of public and private sector leaders focused on creating more inclusive and equitable communities for everyone, including immigrants.
- Expert speakers on inclusion and belonging
- Sessions and content focused on successful practices, partnerships, and policies in immigrant inclusion—including economic development, connected communities, civic engagement, government leadership, and more.

In 2019's in-person conference, Welcoming America hosted 400 attendees from hundreds organizations across the U.S. and globally, many of whom were at the Director and Executive levels.

Past Speakers

Past speakers for the Welcoming Interactive have included mayors, U.S. Representatives, authors, artists, and other community leaders, such as:

[Ambassador Attallah Shabazz](#)

U.S. Representative John Yarmuth (D-KY)

Author Isabel Wilkerson

Former Atlanta Mayor Kasim Reed

2021 Agenda

Wednesday, May 5 (*All times Eastern*)

2 p.m. - 2:45 p.m. **Opening plenary with john powell**

2:45 p.m. - 3:00 p.m. Break

3:00 p.m. - 4:15 p.m. **Session 1.** Improving Immigrant Access to Housing and Small Business Recovery Efforts

Session 2. Fostering a Sense of Belonging in Your Community

Session 3. Messaging: What It Is, What It Isn't, and How to do it Effectively

4:15 p.m. - 4:30 p.m. Break

4:30 p.m. - 5:00 p.m. Virtual Musical Happy Hour with SongDivision!

Thursday, May 6

- 2 p.m. - 2:45 p.m.** **Interactive plenary - A Conversation on Health with Dr. Gail Christopher**
- 2:45 p.m. - 3:00 p.m. Energy and Well-Being Break
- 3:00 p.m. - 4:15 p.m. **Session 4.** Managing the Emotional Stress of the Past Year: Strategies for Organizations and Communities
Session 5. The Importance of COVID-19 Community Champions
Session 6. Building and Maintaining Your Local Immigrant Inclusion Infrastructure
- 4:15 p.m. - 4:30 p.m. Break
- 4:30 p.m. - 5:00 p.m. Member-Only Networking Hour

Welcoming America's Reach + Demographics

Membership Network

113 nonprofit organizations
106 local governments
44 U.S. states represented
7 countries represented

Online Presence

14,000+ email subscribers
12,000+ Facebook followers
6,800+ Twitter followers
1,200+ LinkedIn connections
875 Instagram followers

Email subscriber demographics

62% women
42% ages 35-54

Social media follower demographics

67% women
22% ages 25-34

27% ages 35-44

Sponsorship Opportunities

Platinum \$10,000

SOLD OUT!

- Speaking opportunity, including opening remarks and/or introduction of plenary speakers John Powell and Dr. Gail Christopher
- Opportunity to show your company's 30-second video to conference attendees
- Logo visibility throughout the conference
- Recognition in Welcoming America newsletter
- Premium logo placement on conference landing page with click-through
- Recognition and quote in national press release
- Recognition in Welcoming America's annual report
- Video clip on the Welcoming Interactive website

Gold \$5,000

- Introduction of sessions of your choice via pre-recorded or live video
- Logo visible on all session branding
- Logo placement on conference landing page with click-through
- Recognition in national press release
- Recognition in Welcoming America's annual report

Silver Session Sponsor \$2,500 (6 available)

- Logo placement on conference landing page with click-through
- Single session introduction
- Logo branding on registration page, and branded slide decks
- Recognition in Welcoming America's annual report

Advertise with us!

Limited 15 and 30 second video slots available
15 second slot: \$750 (2 available)

30 second slot: \$1,500 (1 available)

In-Person Welcoming Interactive: May 19-20, 2022

Welcoming America will host an in-person Welcoming Interactive in Charlotte, NC! Contact Leyla Comani at leyla@welcomingamerica.org to discuss sponsorship opportunities.

Custom Sponsorship Opportunities Available

Contact us for nonprofit and unique sponsor opportunities. We'd love to chat with you! Please reach out to Leyla Comani at leyla@welcomingamerica.org.