2022 WELCOMING INTERACTIVE
CHARLOTTE, NC
MAY 18-20

The Westin Charlotte
601 S College St., Charlotte, NC 28202

SPONSORSHIP OPPORTUNITIES

WELCOMING AMERICA

WELCOMINGINTERACTIVE.ORG

#INTERACTIVE2022
About Welcoming America

Welcoming America is a nonprofit, nonpartisan organization that leads a movement of inclusive communities becoming more prosperous by ensuring everyone belongs. We believe that all people, including immigrants, are valued contributors and vital to the success of our communities and shared future.

Through our Welcoming Network of 275+ local governments and nonprofits, we work to help communities develop the roadmap they need to create welcoming policies and share new approaches to inclusion to create an environment where everyone can truly thrive.

About the Welcoming Interactive

The Welcoming Interactive is an annual conference that highlights successful practices and inspiring stories about immigrant inclusion, programs, policies, and partnerships on economic development, civic engagement, government leadership, and more. Attendees learn about local innovations from peer communities and come away with new ideas and energy to foster welcoming places for all.

About our 2022 host city

As a member of the Welcoming Network since 2013, the City of Charlotte plays a vital role in immigrant inclusion work in the southern United States, carrying the voice of local leaders and organizations in Charlotte and the broader region. Welcoming America is excited to host the Welcoming Interactive in partnership with the city and showcase its efforts in becoming a more welcoming community for all residents.
Reflecting a diversity of identities, cultures, and backgrounds, attendees of the Welcoming Interactive come from local government, business, and NGOs. The annual event offers an opportunity for businesses and organizations to develop relationships and support diversity and inclusion.

The Welcoming Interactive equips local communities with resources, tools, networking, and best practices to positively impact newcomers in communities across the United States and around the world — sponsorship of the Welcoming Interactive is what makes this important exchange of ideas and practices possible.

Gain exposure to Welcoming America’s national network and those of our conference partners through:

- 9,500 email subscribers
- 20,900+ social media followers/subscribers (Facebook, Twitter, Instagram)
- National media push to over 100 outlets

Beyond our media reach, your support for welcoming and inclusion efforts will be showcased to a broad range of cross-sector community leaders. The Welcoming Interactive brings together public and private sector leaders representing over 275+ network members across 44 states and three continents. More than 43 million people live in communities that are a part of our network, with one in eight living in a welcoming community.
**Presenting Sponsor**

**$30,000**

- Opportunity to brand a specific component of the conference (first come, first served)
- 8 conference registrations
- Lighting display of logo at opening and closing plenary
- 15 tickets to share with your guests for the Opening Reception and Networking Reception
- 2 full-page ads in our conference guide
- Speaking opportunity during the conference
- Recognition in Welcoming America newsletter
- Premium logo placement on conference website with click-through
- Recognition as Presenting Sponsor in national press release
- Social media: two Facebook and two Twitter posts as Presenting Sponsor
- Retweets and sharing of sponsor social media posts related to the Welcoming Interactive
- Opportunity to provide branded promotional items for conference gift bag
- Premium placement Exhibitor display table option

---

**Opening Reception**

Scheduled for the evening prior to the first day of the Welcoming Interactive, this reception is a unique branding opportunity that will capture attendee attention by being one of the first to welcome them to the event.

**Networking Reception**

This reception caps off the first full day of the Welcoming Interactive and offers the perfect opportunity for attendees to gather and network with peers, speakers, and sponsors (like you!)

**Community Tours**

Often one of the most anticipated events of the Welcoming Interactive, the Community Tours offer attendees the chance to see what makes Charlotte a welcoming city. Stops include neighborhoods, cultural centers, and businesses that tell the stories of local immigrants.
Equity Sponsor
$20,000

- Opportunity to brand a specific component of the conference. (first come, first served)
- 6 conference registrations
- 12 tickets to share with your guests for the Opening Reception and Networking Reception
- Speaking opportunity during the conference
- Logo placement on conference website with click-through
- Social media posts: one via Facebook and one via Twitter as Equity Sponsor
- 1 full-page ad in our conference guide
- Opportunity to provide branded promotional items for receptions and gift bags
- Premium placement Exhibitor display table option

Opening Plenary
Kick off the Welcoming Interactive as the official sponsor of the Opening Plenary.

Networking Lunch
During the first full day of the Welcoming Interactive, your sponsorship of the Networking Lunch provides attendees with a nourishing lunch while they spend quality time networking with their peers.

Closing Plenary
By being an official sponsor of the Closing Plenary, this is a unique opportunity to provide attendees with a favorable and lasting impression of your organization and brand.
Inclusion Sponsor
$15,000

- Opportunity to brand a specific component of the conference. (first come, first served)
- 4 conference registrations
- 10 tickets to share with your guests for the Opening Reception and Networking Reception
- Logo on conference website with click-through
- Logo placement on conference guide
- Opportunity to provide branded promotional items for gift bags
- Half-page ad in our conference guide
- Exhibitor display table option

Scholars
Your sponsorship provides up to 35 scholarships to individuals from across the U.S. who would otherwise be unable to attend the Welcoming Interactive.

Lanyard
Attendee badges are required for entry into every conference function. The Lanyard Sponsorship is an effective way to have your company’s brand seen by all conference participants throughout the entire multi-day event.
Exhibitor
$1,500

- 2 conference registrations
- 4 tickets to share with your guests for the Opening Reception and Networking Reception
- Logo on conference website with click-through
- Logo placement on conference guide
- Opportunity to provide branded promotional items for gift bags
- Quarter-ad page in our conference guide
- Exhibitor display table option

Showcasing your products and services is a powerful and cost-effective way to reach and influence hundreds of decision-makers whose organizations are leading a movement of inclusive communities. Exhibitor space is limited and will be kept to a first come, first served basis. Contact events@welcomingamerica.org for more information on securing an exhibitor space.

Includes:
- 2 conference registrations
- Logo on conference website with click-through
- 6’ x 30’ table and two chairs
## Sponsorships at-a-Glance

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting</th>
<th>Equity</th>
<th>Inclusion</th>
<th>Diversity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefits List</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Registrations (Amount)</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Tickets to Opening and Networking Receptions?</td>
<td>15</td>
<td>12</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Ad in Conference Guide</td>
<td>2 full pages</td>
<td>1 page</td>
<td>half page</td>
<td>quarter page</td>
</tr>
<tr>
<td>Logo on Conference Website and Other Marketing Materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor Table Display</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to Provide Branded Materials for Conference Gift Bags</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Unique Branding Opportunity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Posts and Mentions</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunities</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting Display of Logo at Opening and Closing Plenaries</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Welcoming America's Newsletter</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as Presenting Sponsor in National Press Release</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If you’re interested in sponsoring the 2022 Welcoming Interactive, contact Daniel Valdez at daniel@welcomingamerica.org to start the process. Nonprofit sponsorship and custom sponsorship opportunities are also available.

Thank you to our past sponsors!

2021 Sponsors
May 5-6, 2021 - Virtual

2019 Sponsors
May 15-17, 2019 - Pittsburgh, PA

eBay Foundation
FWD.us
The Heinz Endowments
Human Resource Dimensions
Language Line
Lyft
Omni Hotel
Voxy
Walmart
Wells Fargo
Western Union
World Education Services