



SPONSORSHIP PACKAGE

WELCOMINGINTERACTIVE.ORG

[#INTERACTIVE2024](https://twitter.com/INTERACTIVE2024)

WELCOMING
AMERICA



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 300+ 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 2024 host city

Since 2017, the City of Dallas has been an active member of the Welcoming Network, leading the charge in promoting immigrant inclusion and advancing racial equity. Spearheaded by the Office of Equity and Inclusion, the City of Dallas has initiated groundbreaking change through its visionary Racial Equity Plan. This plan stands as a testament to the city's commitment to equity, setting forth clear objectives and milestones to reduce disparities among marginalized communities, both in the short and long term. The Office of Equity and Inclusion also leads the implementation of the Welcoming Dallas Strategic Plan that leverages the power of collaboration with community-based organizations to create a more welcoming and inclusive city for immigrants. Thanks to these efforts, the City of Dallas has proudly earned the distinguished honor of becoming the very first Certified Welcoming City in the state of Texas. In partnership with the City of Dallas, Welcoming America is thrilled to host the highly anticipated Welcoming Interactive.



Why sponsor the Welcoming Interactive?

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 business 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:

- **10.1k Email subscribers**
- **26.1k+ Social media followers/subscribers (Facebook, Twitter, Instagram)**
- **National media push to over 100 outlets**

The Welcoming Interactive's impact reverberates through its host city and beyond during the conference. Check out the social media reach from last year's conference in San José, CA:

- **329 mentions**
- **407k total reach**
- **1.35M impressions**

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 300+ network members across 46 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 \$35,000

- Custom logo display at opening and closing plenary
- Recognition as Presenting Sponsor in national press release
- Recognition as Presenting Sponsor in Welcoming America newsletter
- Brand highlight in two social media posts as Presenting Sponsor
- Retweets and sharing of sponsor social media posts related to the Welcoming Interactive
- Speaking opportunity during the conference
- Priority Early Access Tickets for the Community Tours
- Opportunity to brand a specific component of the conference
- 2 sponsor highlights in our email newsletter (1200 x 675 px)
- 8 conference registrations
- Premium placement Exhibitor display table option
- Premium logo placement on conference website with click-through
- Opportunity to provide branded promotional items for conference gift bags



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.

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.

Community Tours

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

Equity Sponsor \$25,000

- Brand highlight in one social media post as Equity Sponsor
- Speaking opportunity during the conference
- Early Access Tickets for the Community Tours
- Opportunity to brand a specific component of the conference
- 1 sponsor highlight in our email newsletter (1200 x 675px)
- 6 conference registrations
- Premium placement Exhibitor display table option
- Logo on conference website with click-through
- Opportunity to provide branded promotional items for conference gift bags

Opening Plenary

Kick off the Welcoming Interactive as the official sponsor of the opening plenary speaker.

Closing Plenary

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



Inclusion Sponsor \$15,000

- Early Access Tickets for the Community Tours
- Opportunity to brand a specific component of the conference
- 2 sponsor highlights in our email newsletter (1200 x 200 px)
- 4 conference registrations
- Exhibitor display table option
- Logo on conference website with click-through
- Opportunity to provide branded promotional items for conference gift bags

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.

Lanyard

Attendee badges and their accompanying lanyards are required for entry into every conference function. Conference lanyards will include your logo and will be seen by all conference participants throughout the entire multi-day event.



SPONSORSHIP LEVELS

Diversity Sponsor \$10,000

- 1 sponsor highlight in our email newsletter (1200 x 200 px)
- 2 conference registrations
- Exhibitor display table option
- Logo on conference website with click-through
- Opportunity to provide branded promotional items for conference gift bags

Supporter Sponsor \$5,000

- 2 conference registrations
- Exhibitor display table option
- Logo on conference website with click-through
- Opportunity to provide branded promotional items for conference gift bags

Exhibitor \$2,500

In addition to our sponsorship opportunities, we also have a limited number of exhibitor tables available to organizations and companies that are interested in showcasing their products and services. Being an exhibitor is a powerful and cost-effective way to reach and influence hundreds of decision-makers whose organizations are leading a movement of inclusive communities.

Space is limited and will be kept to a first come, first served basis. Online applications for exhibitors are available at WelcomingInteractive.org. Once the application is complete, a Welcoming America team member will follow up by email on next steps:

Includes:

- 2 conference registrations
- Logo on conference website with click-through
- 6' x 30' table and two chairs provided in exhibitor booth



SPONSORSHIPS AT-A-GLANCE

SPONSORSHIP LEVEL ►	PRESENTING	EQUITY	INCLUSION	DIVERSITY	SUPPORTER
BENEFITS LIST					
CUSTOM LOGO DISPLAY AT OPENING AND CLOSING PLENARY	✓				
RECOGNITION AS PRESENTING SPONSOR IN NATIONAL PRESS RELEASE	✓				
RECOGNITION IN WELCOMING AMERICA'S NEWSLETTER	✓				
SOCIAL MEDIA POSTS AND MENTIONS	Two	One			
SPEAKING OPPORTUNITIES	✓	✓			
EARLY ACCESS TICKETS FOR COMMUNITY TOURS	Priority	✓	✓		
UNIQUE BRANDING OPPORTUNITY	✓	✓	✓		
HIGHLIGHT(S) IN WELCOMING AMERICA NEWSLETTER	✓	✓	✓	✓	
CONFERENCE REGISTRATIONS	Eight	Six	Four	Two	Two
EXHIBITOR TABLE DISPLAY	Premium Location	Premium Location	✓	✓	✓
LOGO ON CONFERENCE WEBSITE AND OTHER MARKETING MATERIALS	Premium Placement	✓	✓	✓	✓
OPPORTUNITY TO PROVIDE BRANDED MATERIALS FOR CONFERENCE GIFT BAGS	✓	✓	✓	✓	✓

CONTACT US

If you're interested in sponsoring the 2024 Welcoming Interactive, contact Allie Norman at allie@welcomingamerica.org to start the process. Nonprofit sponsorship and custom sponsorship opportunities are also available.



Thank you to our past sponsors!

Welcoming Interactive 2023

April 26-28, 2023

San José, CA

Presenting Level



Equity Level



Inclusion Level



Diversity Level



Supporter Level



Exhibitor Level

