



2020 Conference Sponsorships

The 15th annual Be a Better Freelancer conference offers several opportunities for visibility through sponsorships.

Although we have made the very difficult decision to cancel the in-person 2020 Be a Better Freelancer conference out of concern for the safety of speakers and attendees, we are planning a virtual event that will still provide opportunities for sponsors to be visible to colleagues—probably even more than attendees at an in-person event.

The conference will again be held in partnership between the National Association of Independent Writers and Editors (NAIWE), Communication Central, and the An American Editor blog.

This is one of the very few conferences specifically for freelancers in the editorial world—writers, editors, proofreaders, indexers, desktop publishers, graphic artists, photographers, website creators, etc.

Session topics will include business basics, getting started, marketing and promotions, using tools such as Microsoft Word and Adobe Acrobat (PDFs), websites, expanding a business, and much more.

Conference attendees use a wide range of business products and services, from pens and notebooks to computer software and hardware, other equipment, one-time and subscription publications (both print and online), legal advice, training and education, insurance, paper, business cards, travel and accommodations, stationery, promotions for their businesses, printing, and shipping. If you have a product or service of value to editorial professionals, both freelance and in-house, sponsorship opportunities include the following.

For further details of specifications and policies, please contact conference@naiwe.com.



Day Sponsor: \$500

Benefits:

- logo and acknowledgment in all event online materials
- social media acknowledgment
- opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes
- hyperlink on NAIWE.com and communication-central.com
- verbal acknowledgment at the opening session of that specific day

Session Sponsor: \$250

Benefits:

- logo and acknowledgment in all event online
- opportunity to distribute marketing materials electronically
- social media acknowledgment
- opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes
- hyperlink on NAIWE.com and communication-central.com
- verbal acknowledgment before the session

Raffle Sponsor: \$50

Benefits:

- logo and acknowledgment in all event online materials
- social media acknowledgment
- hyperlink on NAIWE.com and communication-central.com
- verbal acknowledgment before the raffle drawing