



2021 Conference Sponsorships

The 16th annual Be a Better Freelancer conference offers several opportunities for visibility through sponsorships. The conference will be held October 8–10, 2021, in partnership between the National Association of Independent Writers and Editors (NAIWE) and Communication Central.

This is one of the only 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.



Platinum Sponsor: \$5,500

Benefits:

- logo and acknowledgment in all event online
- 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 each day
- table with premium positioning during the conference to display company products and promotional materials
- designated time to address attendees
- 10 conference admissions

Supporting Sponsor: \$4,000

Benefits:

- logo and acknowledgment in all event online
- 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 each day

Day Sponsor: \$2,000

Benefits:

- logo and acknowledgment in all event online
- opportunity to distribute marketing materials in conference tote bags
- 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: \$500 (11 slots available)

Benefits:

- logo and acknowledgment in all event online
- 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