



## **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, at the Moonrise Hotel in St. Louis, Missouri, 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](mailto:conference@naiwe.com).



### **Platinum Sponsor: \$5,500**

#### Benefits:

- logo and acknowledgment in all event online and on-site materials
- 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 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 and on-site materials
- 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 each day

### **Day Sponsor: \$2,000**

#### Benefits:

- logo and acknowledgment in all event online and on-site materials
- 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 and on-site materials
- 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 before the session

**Tote Bag Sponsor: \$250**

Benefits:

- logo on the conference tote bags
- logo and acknowledgment in all event online and on-site materials
- 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

**Breakfast Sponsor: \$100 (3 slots available)**

Benefits:

- logo and acknowledgment in all event online and on-site materials
- 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
- sponsorship signage displayed during breakfast



**Lunch Sponsor: \$100 (2 slots available)**

Benefits:

- logo and acknowledgment in all event online and on-site materials
- 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
- sponsorship signage displayed during lunch

**Tote Bag Stuffers: \$50**

Benefits:

- logo and acknowledgment in all event online and on-site materials
- opportunity to distribute marketing materials in the conference tote bags
- social media acknowledgment

**Raffle Sponsor: \$50**

Benefits:

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

**Book Table: \$50**

Have you published a book and are looking for opportunities to market it? A table will be provided between sessions for you to display and sell your book(s). (All sales belong to the sponsor; setup, transactions, and shipping will be the responsibility of the sponsor.)