



DESTINATION 2023

October 11-13

Sponsorship Opportunities

The Cherokee Convention Center
123 Harrah's Service Drive
Cherokee, North Carolina

BOOST YOUR VISIBILITY

DESTINATION 2023 will attract some of the largest, most influential and progressive child welfare, mental health, intellectual & developmental disability and substance use provider organizations. LME/MCOs, PHPs, thought leaders, high-level government officials, policy makers, and stakeholders in North Carolina will also be in attendance. This is a unique opportunity to engage with an extensive network of human services leadership.

This vibrant event will provide the opportunity to forge new partnerships that maximize the collective impact of our community, share best practices with like-minded and experienced colleagues, and learn from the best and brightest minds in the sector, under one roof!

We have expanded our sponsorship benefits for maximum impact. Your return on investment extends beyond our event. As a key partner you will enhance your organization's brand and visibility among professionals and stakeholders as we highlight the innovation and creativity of the human service field through provocative, educational, and inspiring presentations with a vision for the future.

DESTINATION 2023

Sponsorship Opportunities



SPONSOR TODAY. SHAPE TOMORROW.



Interact: Before and throughout the event, sponsors have multiple opportunities to network with attendees from around the state and across the industry, including the **DESTINATION 2023** email campaigns that reach an average of 7,000 businesses and stakeholders.

Empower: Sponsors generate brand awareness and provide information to attendees far beyond their local communities in North Carolina, increasing the ability to generate interest and garner leads. Spotlight your company's newest initiatives and strengthen your brand.

Influence: Network with thought leaders on critical, timely issues and create strategic relationships. Promote your organization's visibility throughout **DESTINATION 2023**, including through our conference app, marketing brochures (both online and print), brand awareness opportunities, and targeted email campaigns to business professionals and stakeholders.

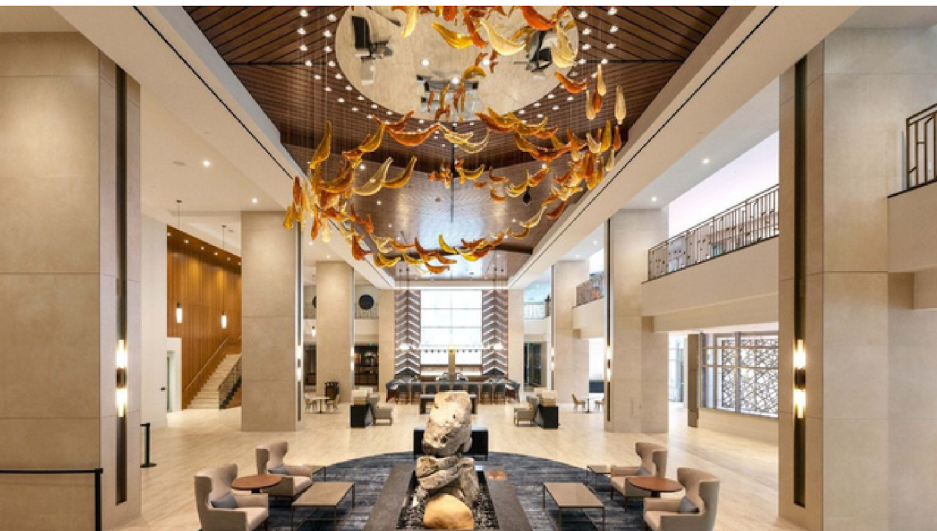
Act Now: Don't miss out on your opportunity to place your company at the center of this action-packed, exclusive event. Sponsorship opportunities are limited so be sure to make your selection today!

Elite

The Elite package affords your company the most prestigious opportunity to have complete visibility across the entire event. This package includes:

- Elite sponsor badge ribbon
- Premium island size 20' x 10' with 2 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2023** website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- Full page ad in conference program
- Acknowledgment of sponsorship during keynotes
- Sponsorship logo displayed prior to keynote presentations
- 2 exhibitor badges
- 4 complimentary full conference registrations
- Post-event attendee email list
- Exclusive email sponsor spotlight to all attendees, educational information preferred

\$12,000



Sponsorship Packages

Signature

The Signature package offers excellent positioning & opportunities for leading organizations to bring their brand to the next level. This package includes:

- Signature sponsor badge ribbon
- Premium booth size 10'x10' with 2 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2023** website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- Half page ad in conference program
- Logo highlighted during meals & breaks
- 2 exhibitor badges
- 3 complimentary full conference registrations
- Listing on website & in mobile app
- Post-event attendee email list

\$8,000



Contributor

The Contributor package provides your company with an excellent way to raise your profile & highlight your brand to key stakeholders & attendees. This package includes:

- Contributor sponsor badge ribbon
- General booth size 10' x 10' with 2 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2023** website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- 2 exhibitor badges
- 2 complimentary full conference registrations

\$2,000

Sponsorship Packages



Exclusive Sponsorships

Cocktail Hour
Only One Available



The member-only cocktail hour is an excellent way to interact with Benchmarks' members executive leadership in an intimate setting.

- Exclusive sponsor badge ribbon
- Premium island size 20' x 10' with 2 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2023** website, & sponsorship page in the program & conference app
- Logo and sponsorship acknowledgement on all applicable pre-event marketing
- Full page ad in conference program
- Acknowledgement of sponsorship during member-only event
- Sponsorship logo displayed during the cocktail hour
- Logo on custom cocktail napkins
- 2 complimentary networking hour and dinner tickets (member business meeting not included)
- 2 complimentary conference registrations

\$10,000

Exclusive Sponsorships



*Dinner
Only One Available*

The member-only awards dinner is a long standing tradition that is very special to members. This is a unique way to get to know top decision makers while we recognize individuals for their outstanding support and commitment to children, adults and families.

- 10 minute presentation opportunity during dinner
- Exclusive sponsor badge ribbon
- Premium island size 20' x 10' with 2 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2023** website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- Full page ad in conference program
- Acknowledgement of sponsorship during membership-only event
- Sponsorship logo displayed during dinner
- Logo on chocolate treat
- 4 complimentary networking hour and dinner tickets (member business meeting not included)
- 4 complimentary conference registrations

\$15,000

UNIQUE SPONSORSHIP OPPORTUNITIES

Massage Booth

Give attendees an opportunity to unwind! Your logo will be posted in the booth & attendees will be grateful to your company for this opportunity! This sponsorship also includes a live logo on the **DESTINATION 2023** website & conference app & sponsorship acknowledgement on all applicable pre-event marketing.

\$5,000



Photo Booth

Give attendees a chance to laugh, have fun, & remember your company! The photo booth is always a good time for attendees who will walk away with a printed photo that includes your logo. This sponsorship also includes a live logo on the **DESTINATION 2023** website, conference app, & sponsorship acknowledgement on all applicable pre-event marketing. **Only 2 available!**

\$5,000

INCREASE YOUR VISIBILITY

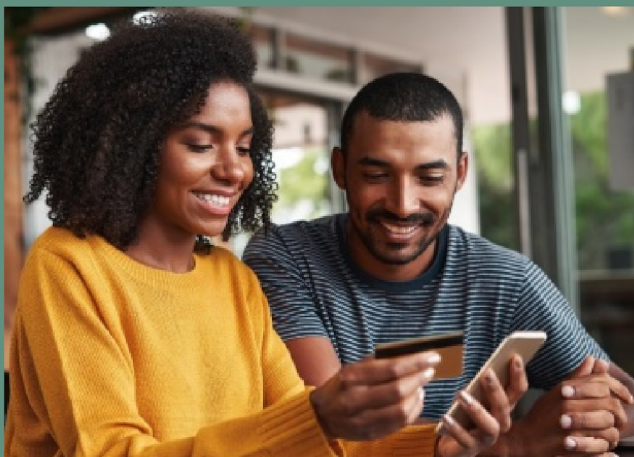
Program Ads

Make sure attendees see your logo in our **DESTINATION 2023** program! Advertisements are printed in full color and will be seen throughout the conference. The **DESTINATION 2023** program will be provided to every conference attendee and is a fantastic place to highlight your company's services. This professionally printed program provides a crisp background for your color photos and text. The deadline for submission is September 1, 2023.

\$1,000 - Full page

\$500 - Half page

\$250 - Quarter page



MAKE YOUR MARK

Make your Mark sponsorships also include a live logo on the **DESTINATION 2023** website, conference app, & sponsorship acknowledgement on all applicable pre-event marketing. *Unless otherwise indicated, there is only 1 sponsorship available for each opportunity.*

Wi-Fi

Splash your company's name across the devices of everyone who accesses the event wi-fi with your custom password. Your logo will be on wi-fi onsite signage & table tents.

\$7,000

Water Bottle

Help attendees stay hydrated & remember you! Your logo will be on reusable water bottles & bubbler refill station signage. Refill stations will be strategically placed within high traffic area of the exhibit hall to encourage visitors to refill their bottles & reduce plastic consumption.

\$5,000

Note Pad & Pen

Let attendees see your logo as they jot down their session notes. Each attendee will receive a note pad & pen upon registration.

\$5,000

Tote Bag

First impressions are lasting ones! Sponsor will have their company logo included on an attractive tote bag that is provided to attendees upon registration

\$5,000

Lanyard

Literally hang your brand on every attendee. Your company name or logo appears on lanyards that each attendee will receive upon registration.

\$3,000

Audio Visual

Be center stage! Your logo will appear on microphones during general sessions, breakouts & signage by the stage both days.

\$2,500

Hotel Key Card

Be the brand every attendee sees first thing in the morning, last thing at night & every time they enter their hotel room.

\$2,500

Folder

Put your logo front and center on the event folder, which will contain the agenda, presentations & more. Each attendee will receive the folder upon registration.

\$2,000

Make Your Mark

Charging Station

Sponsor a charging station & let your brand come to the rescue of attendees who need to recharge their devices. Your logo will also be on the signage for the charging station.. *4 charging station sponsorships are available.*
\$2,000

Printed Floor Map

Help attendees navigate the exhibit hall with the printed floor map featuring the exhibitors & activities. Your logo will be printed on the cover. Each attendee will receive the map upon registration.
\$2,000



ONSITE MARKETING

Be sure that your logo is front and center throughout the conference with different opportunities- pick the one best suited for your company!



Second Floor Windows
2 sponsorships available
\$5,000



Exhibit Hall Column Wrap
7 sponsorships are available
\$2,500



Exhibit Hall Stairway Doors

2 small window sponsorships available **\$2,500**

4 large window sponsorships available **\$5,000**



Escalator Graphics

20 sponsorships available

\$2,500



Lobby Escalator Hanging Glass
10 sponsorships available
\$1,200



PICK YOUR PACKAGE

Exhibit Space	Elite	Signature	Contributor
Sponsor badge ribbon	✓	✓	✓
Premium 20' x 10' island with 2 days of visibility	✓		
Premium 10' x 10' booth with 2 days of visibility		✓	
General 10' x 10' booth with 2 days visibility			✓
Logo & live link in the exhibitor listing	✓	✓	✓
Logo & link on website & mobile app	✓	✓	✓
Logo placement on event marketing materials	✓	✓	✓
Full color ad in program	Full page	1/2 page	1/4 page
Acknowledgement & signage during keynotes	✓		
Signage at meals		✓	
2 exhibitor badges	✓	✓	✓
Complimentary full conference registrations	4	3	2
Post-event attendee email list	✓	✓	
Exclusive email sponsor spotlight	✓		

Let's get in touch

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*Purchase Your Sponsorship Items
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about benchmarks

Benchmarks is a non-profit association of provider agencies advocating for quality and accountability among human service providers so that North Carolina's children, adults and families can realize their full potential, contribute to their communities and live healthy lives.