BE THE CHANGE.
Iowa Association of Community Providers (IACP) has been relentlessly advocating on behalf of mental health and disability service providers for more than 35 years. IACP partners with community-based organizations, who support over 160,000 Iowans and contribute over $1.3 billion toward Iowa’s economy.

We provide a wide range of resources to the leadership and staff of our member organizations and communicate with both on a regular basis creating goodwill and business for our sponsors.

In 2022, IACP is adding many new sponsorship opportunities, as we transition to a hybrid model with both an in-person conference and virtual training sessions.

As IACP informs and trains almost 130 organizations across the state, sponsors are provided numerous occasions to build brand awareness and network within our membership.

IACP members are a huge potential market for your business. They seek a wide variety of products and services to build efficiencies, support business operations and enhance service quality.

Please explore the opportunities on the following pages. Your involvement would be helpful as we relentlessly advance our mission.

SINCERELY,
IACP Team

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IACP's Membership Represents

- 125+ organizations
- 30,000+ people on the organizations' staff
- All 99 of Iowa's counties

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Our Mission & Vision

Relentlessly advocating for Iowa providers to build healthy communities so one day, all Iowans will live, learn and work in the community of their choice.
TRAINING & EVENTS
SEE WHAT WE HAVE IN STORE FOR 2022.

DSP SERIES
Year-long webinar series - Direct Support Professionals (DSPs) are one of the most vital contributors of Long-Term Services & Support for more than 160,000 Iowans. You can sponsor up to 6 webinars from the Direct Support Professionals Series!

LEADERSHIP DEVELOPMENT SERIES
Four sessions in first half of 2022 - This series presented by Brenda Clark Hamilton will hone in on C-suite level staff of IACP Member Organizations to improve their leadership and business acumen while focusing on Emotional Intelligence. Put your business in front of the decision-makers!

SERVICE EXCELLENCE SERIES
Year-long webinar series - This series is curated to fit the specific and current needs of IACP members. Available to all IACP member employees, these webinars offer technical assistance, deep dives on current industry rules, regulations governing service provision, while promoting industry best practice.

IACP ANNUAL CONFERENCE & TRADE SHOW
May 10-12, 2022 - This highly-revered annual event anticipates over 400 attendees, including several hundred C-suite employees. Opportunities range from sponsoring items within the Conference bag to being an IACP Champion Sponsor. Find all of the details on pages 3-5 of this guide.

INDUSTRY & POLICY UPDATES MEMBER CALL
Every Friday - IACP’s highest attended event is the weekly Industry & Policy Updates Member Call. It gives providers a chance to join Shelly Chandler, IACP CEO, and IACP staff to discuss the week's industry and policy updates. We share with participants what we know now, what questions we are asking, and what we expect in the weeks to come.

ADVISORY MEETINGS
Each quarter - Advisory groups, with varying focus areas including Behavioral Health & Children's, Residential, and Employment, meet quarterly with an abundance of IACP members in attendance.
ELEVATE YOUR SPONSORSHIP

Are you ready to join the relentless advocacy for mental health and disability service providers? Increase your exposure by incorporating one of the Sponsorship combinations listed below. This list is a result of popular demand by satisfied Sponsors in previous years. Contact us today, as these opportunities have limited availability. Turn to page 7 to view full descriptions of each of IACP’s event descriptions.

INVESTMENT: $20,000

An IACP Platinum Sponsor is the total package. Not only are you advancing IACP’s mission in supporting Iowa’s most vulnerable citizens, your business will:

- Be easily recognized by tens of thousands of Iowa’s service provider employees
- Logo featured year-round on various platforms between IACP’s website, app, social media, and mass-marketing emails delivered to over 4,000 people.
- A section of our weekly bulletin will be reserved once per month to spotlight a pre-recorded video from your business.
- Receive all benefits of the IACP Champion Sponsorship (page 3).

INVESTMENT: $5,000

An IACP Gold Sponsor cares greatly about the education and training of the tens of thousands of Iowa’s service provider employees. This level includes:

- A choice between sponsoring all segments of the Service Excellence Series or the DSP Series
- All benefits of the IACP Supporter Sponsorship (page 3) including a piped and draped exhibitor booth
- Your business logo featured on IACP’s website, app, social media, and mass-marketing emails delivered to over 4,000 people
- A section of our weekly bulletin will be reserved every other month to spotlight a pre-recorded video from your business.

INVESTMENT: $2,000

An IACP Silver Sponsor desires to advance IACP’s relentless advocacy. This level includes:

- A choice between sponsoring one segment of the Leadership Development Series or one-quarter of Advisory Meetings.
- Someone from your business will introduce the presenter for the webinar/s or a section of our weekly bulletin will be reserved every other month to spotlight a pre-recorded video from your business.
- Your business logo featured on IACP’s website, app, social media, and mass-marketing emails delivered to over 4,000 people

INVESTMENT: $1,000

An IACP Bronze Sponsor supports IACP and our members. This level includes:

- Sponsorship of one segment of the DSP Series
- Your business logo will be featured on IACP’s website, app, social media, and mass-marketing emails delivered to over 4,000 people

Everything we do is thanks to you.
THE BIG EVENT

With over 400 attendees annually, the IACP Annual Conference & Trade Show is the pinnacle event of the year bringing community providers and industry professionals to central Iowa. This year’s theme is a tribute to the critical relationship and mission we share: Relentless & Resilient: We stand together.

This three-day event to be held May 10-12, 2022, at the Scheman Building in Ames, IA, is packed full of innovation, insight, and connection. Don’t miss this opportunity to network with 400+ attendees representing IACP’s 125+ providers with 30,000 employees. Where else can you do that? From water bottles and chapstick to gaining "IACP Champion" as your new moniker, there are so many sponsorship options to choose from...we look forward to you joining us!

IACP Champion

INVESTMENT: $15,000

- Your logo prominently placed on Conference marketing, app, clickable Sponsor webpages, social media, including a push notification with text promoting your business to all attendees through Conference app
- Four total Conference attendee registrations (not interchangeable)
- Company logo on full-screen ad and 15 second video/ad to be included in on rolling slideshow that played at the beginning of the Conference and in between sessions
- Conference attendee list before and after the event
- All perks of "IACP Supporter" sponsorship including a piped and draped exhibitor booth in a prime location
- Your logo placed on Conference Bag distributed to each attendee
- You may provide a flyer to include in the Conference Bag

IACP Relentless Advocate

INVESTMENT: $3,000

- Your logo placed on some Conference marketing, app, clickable Sponsor webpages, and social media
- Three total complimentary Conference attendee registrations (not interchangeable)
- Company logo on full-screen ad or 15-second video/ad to be included in on rolling slideshow that plays in between sessions
- All perks of "IACP Supporter" sponsorship including a piped and draped exhibitor booth
- Conference attendee list before and after the event
- You may provide a flyer to include in the Conference Bag

IACP Supporter (Exhibitor)

INVESTMENT: $750

- Six-foot banquet table, 2 chairs, linens, and electricity
- Access to an anticipated 400+ attendees, including executives, c-suite decision-makers, and others in the service delivery industry
- Two complimentary Conference attendee registrations (not interchangeable)
- Your logo placed on some Conference marketing
- Conference attendee list after the event
Sponsors like you will make the IACP Annual Conference & Trade Show 2022 possible. Take a look at the list below of important components for the successful execution of our large-scale event.

The options do not stop here. Continue on through the pages for different combinations of Sponsorship options.

**Conference Reception (2 Sponsors)**
- Cocktail reception with hosted beverages and appetizers for all Conference attendees from 5-6:30 pm on either Tuesday or Wednesday evening
- The reception will be named after the Sponsor on Conference Schedule
- Three complimentary Conference attendee registrations (not interchangeable)
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**INVESTMENT:** $6,500

**INVESTMENT:** $1,750

**Conference Charging Station**
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Recognition as Charging Station Sponsor on Conference Webpage and app
- Three complimentary Conference attendee registrations (not interchangeable)
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**Conference Digital Ad**
- Company logo and half-screen ad on rolling slideshow that plays in between sessions.

**INVESTMENT:** $500

**Conference Breakfast (2 Sponsors)**
- Social breakfast with tabled area and a grand buffet of bagels, breakfast pastries, juice, coffee and more for all Conference attendees from 7:30 - 8:30 am on Wednesday, May 11 or 8:00 - 9:30 am on Thursday, May 12
- The breakfast will be named after the Sponsor on the Conference Schedule
- Three complimentary Conference attendee registrations (not interchangeable)
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**INVESTMENT:** $2,500

**Conference Annual Meeting/Executive Director Breakfast (1 Sponsor)**
- IACP Annual Meeting will be held on Thursday morning from 8:00 - 9:30 am with IACP Member Organization Executive Directors. This sponsored meal will be a plated hot breakfast for 100 IACP member top decision-makers.
- The breakfast will denote sponsor of breakfast
- Three complimentary Conference attendee registrations (not interchangeable)
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**INVESTMENT:** $4,000

**Conference Lunch (1 Sponsor)**
- Social lunch with tabled area and boxed lunch for all Conference attendees from 12-1:30 pm on Wednesday
- The lunch will be named after the Sponsor on Conference Schedule
- Three complimentary Conference attendee registrations (not interchangeable)
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**INVESTMENT:** $5,000

**Conference Lunch (2 Sponsors)**
- Social lunch with tabled area and hosted beverages and appetizers for all Conference attendees from 5-6:30 pm on either Tuesday or Wednesday evening
- The reception will be named after the Sponsor on Conference Schedule
- Three complimentary Conference attendee registrations (not interchangeable)
- All perks of “IACP Supporter” sponsorship including a piped and draped exhibitor booth
- Company logo on full-screen ad on rolling slideshow that plays in between sessions.
- You may provide a flyer to include in the Conference Bag

**INVESTMENT:** $6,500

**Conference Digital Ad**
- Company logo and half-screen ad on rolling slideshow that plays in between sessions.

**INVESTMENT:** $500
# THE BIG EVENT
MAY 10-12, 2022

**Conference Swag Items**

Human interactions are so important. You can ensure your impact becomes a daily reminder. Each Conference attendee receives a Conference bag with their registration. By purchasing a swag item below, your logo will be printed on the item alongside the IACP Conference & Trade Show 2022 logo and in the hands of over 400 people. Prices refer to one of the items listed below the tier to be distributed to all attendees.

## Tier 1
**INVESTMENT: $3,000**
Tier 1 swag items include all benefits of IACP Supporter sponsorship (page 5), including exhibitor booth.

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Notebook</td>
</tr>
<tr>
<td>Water Bottle</td>
</tr>
<tr>
<td>Blue Light Blocking Glasses</td>
</tr>
<tr>
<td>Lanyard &amp; Nametag Holder</td>
</tr>
</tbody>
</table>

## Tier 2
**INVESTMENT: $1,750**

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zippered Cosmetic/Pencil Bag</td>
</tr>
<tr>
<td>Folding Cell Phone Stand</td>
</tr>
<tr>
<td>On-the-Go First Aid Kit</td>
</tr>
<tr>
<td>Full Color 3x7 Notepad</td>
</tr>
</tbody>
</table>

## Tier 3
**INVESTMENT: $1,250**

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stain Remover Pens</td>
</tr>
<tr>
<td>Round Gel Hot/Cold Pack</td>
</tr>
<tr>
<td>Duo Pen &amp; Highlighter</td>
</tr>
<tr>
<td>Lip Balm</td>
</tr>
</tbody>
</table>
SPONSOR & CELEBRATE

IACP hosts two Award Shows throughout the year to recognize the incredible work done by our members. Read below to see how you can help celebrate these essential employees.

Conference Awards

- Presented during IACP Annual Conference & Trade Show 2022, May 10-12, 2022
- Several Award Categories
  - *Executive of the Year Award* recognizes one individual who has devoted their career to serving community providers and their clients.
  - *Relentless Advocate of the Year Award* recognizes one professional who has boldly impacted the landscape of policy and practices across Iowa.
  - *Community Builders Award* recognizes Frontline Supervisors (FLS), the vital role who brings all of the pieces of service delivery together. Each year 5-10 individuals are recognized for their outstanding work in their field.
- All perks of "IACP Supporter" sponsorship including exhibitor booth
- Incredible marketing exposure:
  - The Award Show will include the Sponsor's name on Conference Schedule
  - Company logo on full-screen ad on rolling slideshow that plays in between sessions.
  - You may provide small swag item and flyer to include in the Conference Bag
  - And more!

DSP Recognition Week & Awards (4 Sponsors)

- Presented during "National DSP Recognition Week" (DSPRW), September 11-17, 2022
- Dual marketing, between IACP and Sponsor, leading up to and throughout the entirety of DSPRW including:
  - DSP Award Show recognizing 5-10 outstanding individuals in their field
  - 5 days of celebration webinars including the sponsorship of a top-notch presenter
  - Marketing for the event through IACP’s website, app, social media, and mass-marketing emails delivered to over 4,000 people
- 5-minute time slot will be reserved for you to address Iowa's DSPs participating in the week-long celebration
LOCK IN YOUR SPONSORSHIP

IACP’s 2022 calendar is packed full of potential and connections for Sponsors like you. Don’t miss this opportunity to network with 125+ providers with 30,000 employees, serving 160,000 Iowans. Where else can you do that?

From a Platinum Level Sponsorship with year-round recognition to exhibiting at IACP Annual Conference 2022 in May, you have many sponsorship options to choose from...we look forward to you joining us!

Sponsorship availability is limited. Contact Maddie or Susan at IACP to your reserve your package today!

Maddie VanKirk
MVANKIRK@IOWAPROVIDERS.ORG

Susan Seehase
SSEEHASE@IOWAPROVIDERS.ORG

MARCH 15
CONFERENCE SPONSORSHIP PAYMENTS DUE TO IACP

APRIL 1
ALL OTHER SPONSORSHIP PAYMENTS DUE TO IACP
JOIN THESE SPONSORS!
Thank you to the following sponsors who have committed to IACP! Connect with them in person at the IACP Conference & Trade Show.
BE SURE TO VISIT THESE EXHIBITORS!

Find the following exhibitors at the IACP Annual Conference & Trade Show.