

2025 ANNUAL SEACAA CONFERENCE

OCTOBER 14 - 17, 2025
CHARLOTTE MARRIOTT CITY CENTER



SPONSORSHIP & EXHIBITOR **PROSPECTUS**



The SEACAA Annual Conference represents 8 states and 181 agencies. Executive directors, board members, business managers, project managers, and team members attend the conference from eight states in the southeast region to learn more about creating and operating high-quality community action agencies. This is also a great opportunity to network and share best practices amongst your fellow community action colleagues. Attendees can also take advantage of the many product solutions offered by sponsors and vendors around the country that are designed to help community action agencies succeed.

Contact Alicia Turlington, Outreach and Events Manager, 404-219-9590 or aturlington@caaalabama.org

SEACAA is a research and policy development organization that offers professional development, education and training to assist boards of directors, staffs, partners, and volunteers of community action agencies (CAA) as they work to eliminate poverty in the southeast.

MISSION STATEMENT

SEACAA is the professional organization that provides leadership, resources, education and training, and advocacy to ensure progress toward the elimination of poverty and its causes in the eight-state southeastern region.

ABOUT SOUTHEASTERN ASSOCIATION OF COMMUNITY ACTION AGENCIES

The Southeastern Association of Community Action Agencies (SEACAA) is a non-profit membership organization for Florida, Georgia, Alabama, Mississippi, Tennessee, Kentucky, North and South Carolina community action agencies. SEACAA supports, fosters, and advocates for the development of high-quality communication action agencies and networks that improve opportunities for the southeastern region

This work involves:

- Creating a unified approach in solving the problems of poverty within the southeastern region
- Facilitating committees around various programs to include: Head Start, Weatherization and Affordable Housing
- Supporting local agencies to successfully operate programs and services in the community
- Providing training and technical assistance across the region
- Facilitating opportunities for networking and collaboration among local agencies in the southeastern region and across the nation.
- Developing and implementing a platform for agencies to share creative ideas and grant programs
- Providing a suite of new professional development sessions





Sponsorship Opportunities

Gain greater visibility and demonstrate your support for community action agencies by becoming a sponsor of the 2025 SEACAA Annual Conference.

Sponsorship Levels	Amount
Presenting Diamond Sponsor	\$15,500
Platinum	\$10,500
Scholarship Sponsor	\$8500
Gold	\$7000
Silver Sponsor	\$5500
Breakfast Sponsor (1)	\$5000
Lunch Sponsor (1)	\$5000
Coffee Break Sponsor (2)	\$3500
Networking Cocktail Reception Sponsor (2)	\$3500
Awards Luncheon Sponsor (1)	\$5000
Wellness Session Sponsor (1)	\$2500
Networking Lounge Sponsor (2)	\$3000
Lanyard Sponsor (1)	\$4500
Table Top Exhibit	\$1000

Sponsorship & Benefits

\$15,500: PRESENTING DIAMOND

Visibility, branding, and advertising as a Presenting Diamond Sponsor in the following areas:

- **Distinct signage at the event (logo)**
- **SIX complimentary registrations to the conference (Value \$2,400)**
- **Prominent recognition throughout the Conference**
- Conference email promotions and website (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Opportunity to introduce session or present a sponsor video
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by SEACAA Committee
- Access to pre & post Attendee List (Mailing and select email addresses only)

\$10,500: PLATINUM

Visibility, branding, and advertising as a Platinum Sponsor in the following areas:

- **Opportunity to introduce session or present a sponsor video**
- **FIVE complimentary registrations to the conference (Value \$2,000)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by SEACAA Committee
- Access to pre & post Attendee List (Mailing and select email addresses only)

Sponsorship & Benefits

\$8,500: SCHOLARSHIP SPONSOR

Visibility, branding, and advertising as a Scholarship Sponsor in the following areas:

- **Five Full Badges to distribute amongst interested individuals (Value \$2,000)**
- **THREE complimentary registrations to the conference (Value \$1,200)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- Access to pre & post Attendee List (Mailing and select email addresses only)

\$7,000: GOLD

Visibility, branding, and advertising as a Gold Sponsor in the following areas:

- **Opportunity to introduce session**
- **FOUR complimentary registrations to the conference (Value \$1,600)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table exhibit in premium location (Value \$1000)
- Recognition during Conference
- Sponsor recognition in Event App
- Ability to display promotional company materials or giveaways on shared sponsor table
- One breakout session on a topic to be approved by SEACAA Committee
- Access to Pre & Post Attendee List (Mailing and select email addresses only)

Sponsorship & Benefits

\$5,500: SILVER

Visibility, branding, and advertising as a Silver Sponsor in the following areas:

- **TWO complimentary registrations to the conference (Value \$800)**
- Conference email promotions and website (logo)
- General signage at the event (logo)
- Complimentary table in premium location (Value \$1000)
- Recognition during Conference
- Ability to display promotional company materials or giveaways on shared sponsor table
- Access to Pre & Post Attendee List (Mailing and select email addresses only)

\$5,000: BREAKFAST SPONSOR

Visibility and branding as a breakfast sponsor with your company logo in all conference advertising and on the big screen at the conference

- A tabletop exhibit/booth to showcase your company, including the opportunity to place brochures on the chairs around the stage.
- (Value \$1000)
- A custom sponsorship recognition sign next to the buffet tables
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)

\$5,000: LUNCH SPONSOR

Visibility and branding as a breakfast sponsor with your company logo in all conference advertising and on the big screen at the conference

- A tabletop exhibit/booth to showcase your company, including the opportunity to place brochures on the chairs around the stage.
- (Value \$1000)
- A custom sponsorship recognition sign next to the buffet tables
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)

Other Options for Visibility

\$1,000: TABLE TOP EXHIBITOR

Visibility, branding, and advertising as an Table Top Exhibitor in the following areas:

- Includes six-foot skirted table
- Recognition in the conference program
- Signage at the event (logo)
- ONE complimentary registration to the conference (Value \$400)

BRAND AWARENESS

Coffee Break Sponsor (2)	\$3500
Networking Cocktail Reception Sponsor (2)	\$3500
Awards Luncheon Sponsor (1)	\$5000
Wellness Session Sponsor (1)	\$2500
Networking Lounge Sponsor (2)	\$3000
Lanyard Sponsor (1)	\$4500

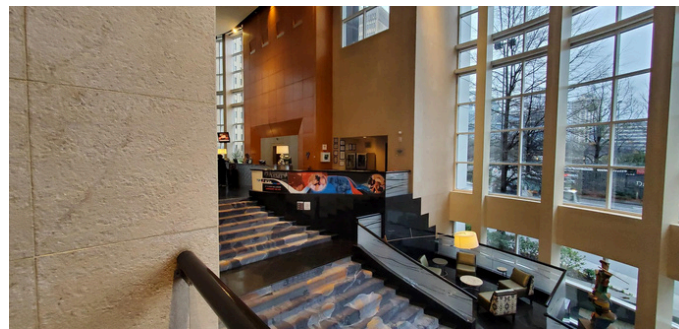
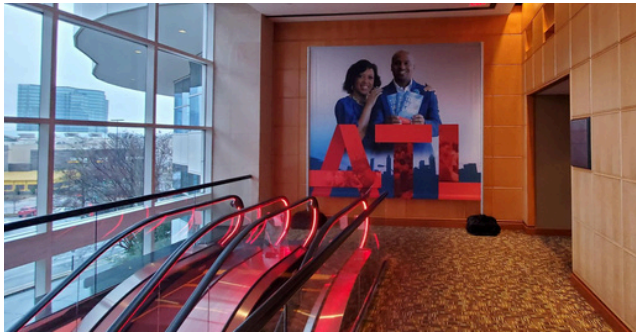
Visibility and branding with your company logo in all conference advertising

- A tabletop exhibit to showcase your company, including the opportunity to place brochures on the chairs around the stage. (Value \$1000)
- A custom sponsorship recognition sign next to designated sponsor space
- Special recognition by the Emcee as an official sponsor
- TWO complimentary registrations to the conference (Value \$800)

Other Options for Visibility

BRAND AWARENESS - ADVERTISING STICKERS/WRAPPS

- Window Wrap: \$6,000
- Wall Wrap: \$10,000
- Lanyards: \$4,500
- Custom Key Cards: \$5,500



CUSTOM KEYCARDS



CUSTOM LANYARDS



SPONSORSHIP AGREEMENT

CONFERENCE INFORMATION

Date:

Company Name:
(How it will appear in advertising and promotions)

Level of Participation: Cost:

Complimentary Registrations: Tabletop Exhibit:

URL to be used in promotional materials:

PRIMARY CONTACT

Name:

Company Name:
(How it will appear in advertising and promotions)

Address:

City/State/Tax:

Fax: Phone: Email:

Please email logo to Alicia Turlington aturlington@caalabama.org. Alicia can be reached at 404-219-9590

PAYMENT TERMS

An invoice will be forwarded to the listed contact upon receipt of signed sponsorship agreement. Conference sponsorship payments are due upon receipt of invoice.

TERMS & CONDITIONS

1. This contract is between Southeastern Association of Community Action Agencies (hereafter referred to as Producer) d/b/a SEACAA Annual Conference (hereafter referred to as Event) and the company listed above (hereafter referred to as Sponsor/Exhibitor).
2. Sponsor/Exhibitor shall pay the Sponsor/Exhibitor fee to Producer within receipt of receiving invoice. An invoice will be sent to Sponsor/Exhibitor.
3. If Sponsor/Exhibitor desires to cancel this contract, Sponsor/Exhibitor may only do so by giving written notice thereof to Producer with evidence of receipt. In such event, Sponsor/Exhibitor shall be liable for the following cancellation fee: 50% of the total cost of Sponsor/Exhibitor's participation if such cancellation is effective until 90 days prior to Event date listed on the Contract; and 100% of the total cost of Sponsor/Exhibitor's participation if such cancellation is effective within 90 days of the Event Date on the Contract. Upon cancellation, if Sponsor/Exhibitor has not paid their fee to Producer, payment is due per the terms of the invoice. If Sponsor/Exhibitor is entitled to a refund, that amount will be applied as a credit to the invoice. If Sponsor/Exhibitor has already paid their fee to Producer in full, any refund due will be paid to Sponsor/Exhibitor within 30 days. The effective date of any cancellation shall be the date Producer receives Sponsor/Exhibitor's written notice and acknowledges such receipt, as specified above.
4. If for any reason beyond Producer's control (e.g., fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, technology, power or connectivity outages, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God), or any part thereof, is prevented from being held or interrupted, Producer may cancel the conference. In such event, Producer shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue thereof, and Sponsor/Exhibitor waives claims for damage arising there from.
5. Producer, the hotel/venue provider, and their respective owners and agents do not maintain insurance covering property brought onto the venue premises by Sponsor/Exhibitor. It is the sole responsibility of the Sponsor/Exhibitor to obtain insurance covering such property loss that may arise while at the event or traveling to/from the event.
6. By participating in the Event, Sponsor/Exhibitor grants to Producer a fully-paid, limited non-exclusive license to use, display and reproduce the name, trade names and product names of Sponsor/Exhibitor in any Event directory (print, online or other media) listing the Sponsor/Exhibitor companies at the Event and to use such names in Event promotional materials. Event shall not be liable for any errors in listings or descriptions or for omissions. Sponsor/Exhibitor's items and personnel appearing during the Event may be included in Event photographs and used for Event promotional purpose. Sponsor/Exhibitor agrees to observe and abide by the foregoing terms, conditions, and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.
7. Sponsor agrees to observe and abide by the foregoing terms, conditions and rules, and by such reasonable additional terms, conditions and rules made by Producer from time to time for the efficient and safe operation of the Event all of which constitute a part of this Agreement. The rights of Producer under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of Producer.

CLIENT/COMPANY AUTHORIZATION

Signature: Print Name:

Date: Phone: