benchmarks

DESTINATION 2024

New Sponsorship Opportunities Available NOW



DESTINATION 2024

October 15th through 18th

Cherokee, NC

benchmarks

DESTINATION 2024

Invitation: Sponsor Our Destination 2024 Conference

We hope this message finds you in good health and high spirits. We are reaching out on behalf of Benchmarks, a non-profit association dedicated to championing quality and accountability within human service and child welfare providers. Our mission is to empower North Carolina's children, adults, and families to realize their full potential, contribute to their communities, and lead healthy lives.

It is with great enthusiasm that we extend an invitation to you and your valuable organization to become a pivotal sponsor of our upcoming annual conference, Destination 2024. Scheduled to take place from **October 15-18, 2024**, at the picturesque Cherokee Convention Center in NC, this event promises not only insightful discussions but also breathtaking views of the changing autumn leaves against the backdrop of the mountains.

By choosing to sponsor, you open doors to a unique opportunity to engage with decision-makers, foster collaborations, and underscore your commitment to advancing well-being and comprehensive support systems for vulnerable populations.

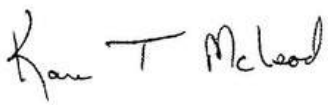
Last year's Destination conference was a resounding success, featuring distinguished speakers such as renowned physician and humanitarian Patch Adams, "Glee" star Lauren Potter, iconic actor Danny Trejo, and esteemed North Carolina Senators. We were also honored to host federal and state Health and Human Service leaders, including the Substance Abuse and Mental Health Services Administration (SAMHSA), the Administration on Children, Youth and Families (ACYF), and leadership from NC DHHS.

We aspire to add your organization to our list of distinguished supporters. Your invaluable support will enable us to host groundbreaking workshops, facilitate crucial discussions, and champion initiatives that drive meaningful progress in our communities.

We would be delighted to discuss various sponsorship levels tailored to align with your organizational goals and elevate your brand's visibility at Destination 2024. Thank you for considering this opportunity to join us in pioneering advancements across the spectrum of behavioral health, child welfare, and support services for children, adults, and families. We look forward to the possibility of your support and collaboration.

Please let us know if you have any questions at all by reaching out to Dylan Gibson at dgibson@benchmarksnc.org.

Warm regards,



Karen McLeod, President/CEO & The Benchmarks Team

2609 Atlantic Avenue, Suite 105 | Raleigh, NC 27604 | P 919.828.1864 | www.benchmarksnc.org

BOOST YOUR VISIBILITY

DESTINATION 2024: Become part of a diverse network dedicated to the health and well-being of North Carolinians. Our event gathers influential individuals and organizations passionate about improving the health of our state and working on policy initiatives. It's a unique opportunity to connect with those committed to enhancing the health and future of our community, all while forging valuable relationships and exploring innovative solutions.

At this dynamic gathering, you will have the chance to not only establish new relationships but also to leverage your support, services, and products to reach potential consumers who value health and well-being initiatives. Together, we can amplify the impact of our community, exchange insights with like-minded professionals, and gain inspiration from leaders in the sector, all under one roof.

We've expanded our sponsorship benefits to ensure that your investment transcends the confines of our event. As a valued partner, you'll elevate your organization's brand and gain increased visibility among professionals and stakeholders. By aligning with us, you'll play a pivotal role in highlighting the innovative and creative approaches within the human service field through thought-provoking, educational, and inspiring presentations that chart a path toward a healthier future.

EXTRA BOOST FOR 2024

Ready to elevate your brand?

Unlock exclusive benefits as a Corporate Partner! Partners enjoy a generous 15% discount on sponsorship options.

Contact Paige Wiggs at pwiggs@benchmarksnc.org for details.



Sponsorship Packages

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 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** 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 exhibit tickets
- 4 complimentary conference registrations
- Post-event attendee email list
- Exclusive email sponsor spotlight to all attendees, educational information preferred

$12,000



Sponsorship Packages

Premier

The Premier package affords your company an esteemed opportunity to gain significant visibility throughout the entire event. This package includes:

- Premier sponsor badge ribbon
- Premium booth size 10'x10' with 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** 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
- Logo highlighted during meals
- 2 exhibit hall tickets
- 3 complimentary conference registrations
- Post-event attendee email list
- Exclusive email sponsor spotlight to all attendees, educational information preferred

$10,000



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 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** 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 breaks
- 2 exhibit hall tickets
- 2 complimentary conference registrations
- Listing on website & in mobile app
- Post-event attendee email list

$8,000



Sponsorship Packages

Exhibitor

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

- Exhibitor badge ribbon
- General booth size 10' x 10' with 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- 2 exhibit hall tickets

$2,000



New: Exhibit Hall Grand Opening~One Available



The Exhibit Hall Grand Opening, with cocktail reception and appetizers, is an **exclusive** way to network and highlight your brand in an intimate setting with only one sponsorship available per event.

- Exclusive sponsor badge ribbon
- Premium island size 20' x 10' with 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** 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 event
- Sponsorship logo displayed during the cocktail hour
- Logo on custom cocktail napkins
- 2 complimentary conference registrations

$10,000

New: Integrated Health Summit Dinner ~ Three Left





The Integrated Health Summit Dinner Sponsorship is an outstanding way to spotlight your company to primary care physicians, providers, and stakeholders over dinner and fellowship.

- Exclusive sponsor badge ribbon
- General booth size 10' x 10' with 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, DESTINATION 2024 website, & sponsorship page in the program & conference app
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- 2 exhibit hall tickets
- Full page ad in conference program
- Acknowledgement of sponsorship during event
- Sponsorship logo displayed during the Integrated Health Summit Dinner
- 2 complimentary conference registrations

$3,000

New: Integrated Health Summit Snack & Sip Station ~ Four Left



The Integrated Health Summit Dinner Sponsorship is an outstanding way to spotlight your company to primary care physicians, providers, and stakeholders over dinner and fellowship.

- Exclusive sponsor badge ribbon
- Logo & sponsorship acknowledgement on all applicable pre-event marketing
- Full page ad in conference program
- Acknowledgement of sponsorship during event
- Sponsorship logo displayed during the Integrated Health Summit Break

$500.00

Cocktail Hour

Only ONE left



The cocktail hour is an **exculsive** way to network and highlight your brand in an intimate setting with only one sponsorship available per event.

- Exclusive sponsor badge ribbon
- Premium island size 20' x 10' with 3 days of visibility
- Recognition with logo & live link in the exhibitor listing, **DESTINATION 2024** 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 event
- Sponsorship logo displayed during the cocktail hour
- Logo on custom cocktail napkins
- 2 complimentary conference registrations

$10,000

UNIQUE SPONSORSHIP OPPORTUNITIES

Massage Booth

SOLD

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 2024** website & conference app & sponsorship acknowledgement on all applicable pre-event marketing. **Only 1 available!**
$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 2024** website, conference app, & sponsorship acknowledgement on all applicable pre-event marketing. **Only 2 available!**
$5,000

MAKE YOUR MARK

Make your Mark sponsorships also include a live logo on the **DESTINATION 2024** website, conference app, & sponsorship acknowledgement on all applicable pre-event marketing. Unless otherwise indicated, there is **only 1 sponsorship** available for each opportunity.

Audio Visual

SOLD

Be center stage! Your logo will appear on microphones during general sessions, breakouts & signage by the stage both days. **Only 2 available! Hurry for this super special opportunity.**

$6,500

Wi-Fi

SOLD

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.

$6,000

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.

$5,500

Make Your Mark

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

Note Pad & Pen

SOLD

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

$4,000

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, and often carry home in their wallet.

$4,000

Lanyard

SOLD

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

$2,500

Make Your Mark

Folder

SOLD

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.
$3,000

Charging Station: Only Two Left

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.**
$2,500

Printed Floor Map

SOLD

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



INCREASE YOUR VISIBILITY

Program Ads

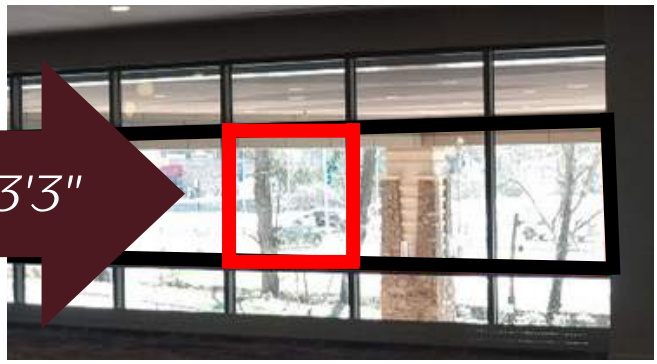
Make sure attendees see your logo in our **DESTINATION 2024** program! Advertisements are printed in full color and will be seen throughout the conference. The **DESTINATION 2024** program will be provided to every conference attendee and is a fantastic place to highlight your company's services. This professionally printed program provides a crisp background for your color photos and text. The deadline for submission is September 1, 2024.

Full page - $1,000
Half page - $500
Quarter page - $250



ONSITE MARKETING

Amazing Sponsorship items seen by **ALL** guests, not only conference attendees! Be sure that your logo is front and center – pick the one best suited for your company!



Second Floor Windows

2 sponsorships available

$5,000



Exhibit Hall Column Wrap

7 sponsorships are available

$5,000



Escalator Graphics

20 sponsorships available

$4,000

Onsite Marketing



Exhibit Hall Stairway Windows

2 small window sponsorships available **$3,000**

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



Exhibit Hall Banner

5 exhibit hall banner sponsorships available

$3,000



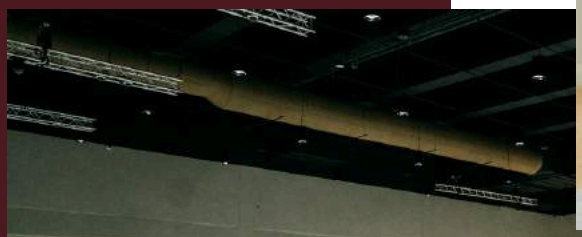
Lobby Escalator Hanging Glass

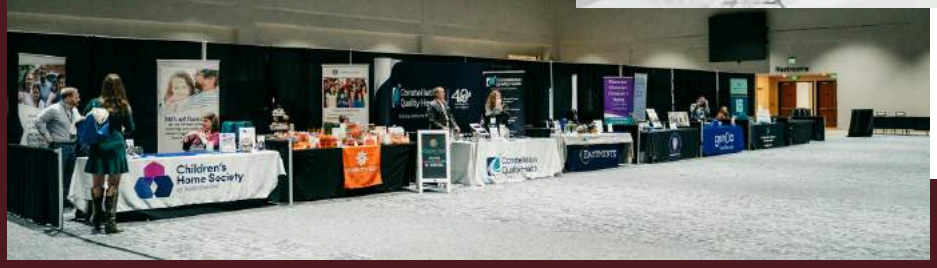
6 sponsorships left

$2,000

SPONSOR TODAY
SHAPE TOMORROW







Interact: Before and throughout the event, sponsors have multiple opportunities to network with attendees from across the healthcare industry, including the **DESTINATION 2024** email campaigns that reach over 7,000 businesses and stakeholders.

Empower: Your sponsorship will generate brand awareness, showcase your support for well-being, and demonstrate your commitment to customer health. 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 2024,** 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!

let's get in touch

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benchmarks
DESTINATION 2024

Your potential sponsorship is deeply appreciated, and we kindly remind you that all contributions are nonrefundable.

Click Here to Purchase Sponsorship Items

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.