



Sponsorship Process for Interest Groups

Purpose

This document details the process for securing, approving, managing, and fulfilling sponsorships for NCA Interest Groups. The goal is to ensure all sponsorship activities comply with NCA policies, financial procedures, and nonprofit regulations, while delivering value to sponsors, Interest Groups, and convention participants.

NCA Interest Groups operate under the Association's authority and do not have independent legal or financial status.

Scope

This process applies to:

- NCA Interest Groups
- Convention-related sponsorships and year-round opportunities
- Financial and in-kind sponsorships
- All sponsorship solicitations, agreements, activations, and fulfillment activities

Sponsorship Guiding Principles

- Sponsorships must support NCA's mission and enhance the member experience
- All sponsorship revenue and agreements must be processed through NCA
- Interest Groups may not independently enter into contracts or financial commitments on behalf of NCA

- Sponsorship opportunities must align with ethical, educational, and professional standards
- Sponsor recognition and deliverables must be clearly documented and consistently fulfilled

Roles & Responsibilities

Interest Group Leadership

- Identify sponsorship opportunities that support programming or member engagement
- Submit sponsorship requests or proposals to the NCA staff for review
- Assist with sponsor deliverable fulfillment and on-site coordination
- Ensure sponsor activities align with approved deliverables

NCA Sales / Sponsorship Team

- Lead sponsor outreach, negotiations, and sponsorship package development
- Review and approve sponsorship opportunities
- Prepare agreements and invoices
- Coordinate fulfillment of branding and deliverables
- Track sponsorship inventory and revenue

NCA Staff / Convention Team

- Coordinate logistics, signage, AV, and sponsor activations
- Ensure sponsor recognition is included in convention materials
- Manage exhibitor and sponsor compliance requirements

Finance Team

- Process invoices and payments

- Track sponsorship revenue and in-kind valuations
- Ensure financial compliance and reporting

Sponsorship Approval Process

Step 1: Opportunity Identification

Interest Groups submit:

- Sponsorship concept
- Audience/value proposition
- Requested sponsor benefits
- Estimated sponsorship value
- Sponsor target list (if applicable)

Step 2: NCA Review

NCA evaluates:

- Alignment with NCA mission and policies
- Category exclusivity and potential conflicts
- Revenue potential
- Operational feasibility
- Compliance with nonprofit and fundraising regulations

Step 3: Sponsor Outreach and Approval

- NCA Sales and Sponsorship staff manage all outreach and negotiations
- Final approval is required before confirming a sponsor
- Custom or high-value sponsorships may require additional leadership review

Step 4: Agreement and Payment

- All sponsorship agreements are issued by NCA
- Interest Groups are not authorized signers for contracts

- Payment terms are determined by NCA
- Sponsorship benefits begin only after a signed agreement and payment is received

Standard Sponsorship Deliverables

Examples may include:

- Logo placement on event signage
- Recognition in the convention app or program
- Sponsored session acknowledgment
- Digital promotion or email inclusion
- Thought leadership opportunities

All deliverables must be documented in writing and approved by NCA.

Financial Management

- All sponsorship revenue is processed through NCA accounting systems
- Interest Groups may not independently collect sponsorship funds
- In-kind sponsorships must include an estimated fair market value
- Revenue allocation and budgeting will follow NCA financial policies

Compliance & Restrictions

Interest Groups may not:

- Sign contracts independently
- Establish independent fundraising campaigns
- Commit NCA to financial obligations
- Publicly represent sponsorships as official without approval

NCA requires centralized oversight of all fundraising and sponsorship activities to maintain compliance and protect its nonprofit status.

Reporting & Stewardship

Following the event, NCA and Interest Groups should:

- Review sponsor deliverables and fulfillment outcomes
- Conduct sponsor follow-up and renewal discussions
- Identify opportunities for future sponsorship growth and partnerships

Examples of Interest Group Sponsorships:

Food & Beverage Interest Group Sponsorship

The Food & Beverage Interest Group Sponsorship offers organizations a high-visibility opportunity to support networking, engagement, and hospitality at the NCA convention.

This sponsorship enhances the attendee experience by funding coffee breaks, receptions, refreshment stations, or networking events associated with Interest Group activities at the NCA Annual Convention and related programs.

Sponsors receive targeted exposure to communication scholars, educators, researchers, practitioners, and graduate students through branded recognition in attendee gathering spaces and hospitality areas.

Sample Sponsor Benefits

- Logo recognition on event signage and digital materials
- Verbal acknowledgment during sponsored events
- Recognition in the convention app and online schedule
- Opportunity to provide approved branded materials (e.g., napkins, cups, collateral)
- Social media recognition through NCA promotional channels
- Listing on Interest Group webpages or communications

Interest Group Session/Meeting Sponsorship

The Interest Group Session Sponsorship provides organizations with the opportunity to support educational programming and thought leadership within specific NCA sessions, meetings, panels, workshops, or featured discussions.

This sponsorship connects organizations with communication professionals, scholars, educators, researchers, and emerging leaders participating in specialized content areas during the NCA Annual Convention and related programs.

Supporting an Interest Group session demonstrates a commitment to advancing dialogue, research, innovation, and professional development in communication.

Sponsorship Benefits

Benefits may include:

- Recognition on session signage and presentation slides
- Logo placement in the convention app, online agenda, and session listings
- Verbal acknowledgment by session moderators or Interest Group leadership
- Opportunity to provide approved branded materials or resources
- Recognition in pre- and post-event communications
- Listing on Interest Group webpages or digital communications

Sponsorship Guidelines

All sponsorships are subject to NCA review and approval. Activities must align with NCA policies, nonprofit guidelines, and convention operational requirements.

Interest Groups may not independently execute contracts or collect sponsorship funds outside official NCA processes.

Customized sponsorship packages may be developed in collaboration with NCA staff based on sponsor goals, audience alignment, and available opportunities.