



nceca

WHAT IS THE NATIONAL COUNCIL ON EDUCATION FOR THE CERAMIC ARTS (NCECA)?

NCECA (pronounced en-SEE-kuh) is the acronym for the most vital, diverse, and longest operating organization dedicated to ceramic art and education. Founded and driven by artist educators since its inception in 1966, NCECA is known for its annual in-person conferences.



Attendees at the 2022 conference, Fertile Ground, in Sacramento, California.



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CURRENT



WHAT IS THE CONFERENCE?

The annual NCECA conference takes place in a different city each year drawing thousands of ceramic art enthusiasts from throughout the United States and abroad. *CURRENT*, the 57th annual conference, will take place in Cincinnati, Ohio from March 15 to March 18, 2023, with an opening preview on March 14.

Diverse presenters engage participants through lectures, discussions, networking, sessions, exhibitions, and dynamic demonstrations.

WHO WILL SEE YOUR SPONSORSHIPS?

This conference represents the most significant, recurring gathering of people who care about creativity, teaching and learning through clay. Ceramic art is arguably the world's most durable, diverse, and innovative form of creative expression.

Artists, students, teachers, collectors, scholars, commercial and non-profit organizations, and schools from throughout the United States and abroad will converge for this exciting opportunity. Your participation as a sponsor will expand awareness of your mission, values, programs, services, products, opportunities, or events.

Gold, Silver, and Bronze sponsors will receive special guest invitations to the **Welcome & Recognitions Reception**.

This celebration of generous supporters, headline presenters, fellowship recipients, and honorees takes place just prior to the conference opening ceremonies.



Jennifer
Allen



Syd
Carpenter



Michelle
Ettrick



Suze
Lindsay



Virgil
Ortiz



George
Rodriguez



Kensuke
Yamada



Richard
Zane Smith

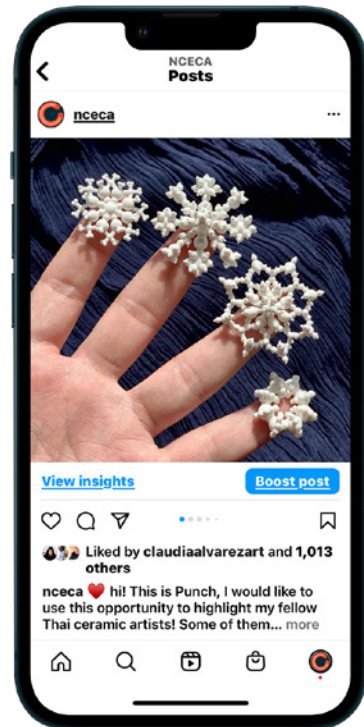
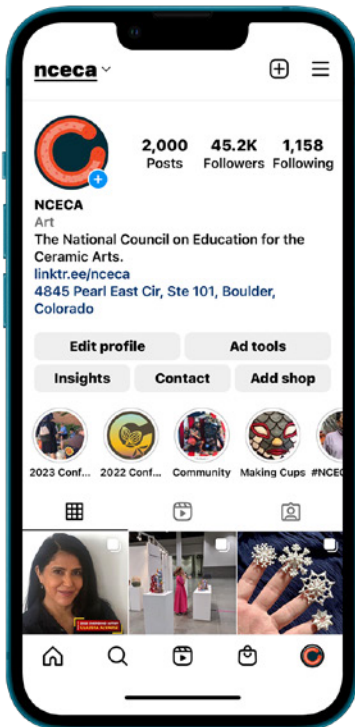
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SOCIAL NETWORK IMPRESSIONS

over four
conference
days*

215,450

Instagram 178,702 Facebook 36,748



*Data from 2022 conference

CONFERENCE BAG SPONSORSHIP

Sponsor's Logo along with
NCECA Conference Branding

In 2023 NCECA is undertaking strategies that influence the reduced carbon footprint of these large gatherings. Historic bags from prior years' events will be creatively upcycled through the creative talents of Cincinnati based designers and screen printers. A limited edition of bags created from ethically and locally sourced materials will also be available as an add-on purchase with conference registration. Additional benefits of this sponsorship include...

- **E-newsletter** recognition: Logo Only (twice a month for two months)
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- Website: **Large Logo** on Sponsor Page

VALUE: \$12,200

LIMITED TIME OFFER: \$8,600

*Reservation / payment / artwork due by **November 23, 2022***

PREMIUM SPONSORSHIP

GOLD PACKAGE

2 available

- Preferred **Booth Placement**
- One Complimentary 10' x 10' **Booth Space**
- Print/Digital: Full Page Color **Journal Ad**
- Print/Digital: Full Page Color **Program Guide Ad**
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- **E-newsletter** recognition: (20,000 Subscribers) Product Image, Description with website link (twice a month for four months)
- Social Media: One each **Instagram** Stories (45K), **Facebook** Stories (15k), and **Twitter** Post (5k)
- Mobile App: **Sponsor Listing**
- Mobile App: One **Banner Ad**
- Mobile App: Three **Push Notifications**
- Website: **Large Logo** on Sponsor Page

VALUE: \$13,300

LIMITED TIME OFFER: \$9,300

*Order by **October 10, 2022** for preferred booth placement*



Jennifer Allen



Kensuke Yamada

PREMIUM SPONSORSHIP

SILVER PACKAGE

3 available

- One Complimentary 10' x 10' **Booth Space**
- Print/Digital: Full Page Color **Journal Ad**
- Print/Digital: Full Page Color **Program Guide Ad**
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- **E-newsletter** recognition: Logo Only (twice a month for two months)
- Mobile App: **Sponsor Listing**
- Mobile App: One **Banner Ad**
- Mobile App: Three **Push Notifications**
- Website: **Large Logo** on Sponsor Page

VALUE: \$10,100

LIMITED TIME OFFER: \$7,000

Order by **November 23, 2022**



Suze Lindsay



Natalia Arbeláez

PREMIUM SPONSORSHIP

BRONZE PACKAGE

5 available

- One Complimentary 10' x 10' **Booth Space**
- Print/Digital: 1/4 Page Color **Journal Ad**
- Print/Digital: 1/4 Page Color **Program Guide Ad**
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- **E-newsletter** recognition: Logo Only (one time only)
- Mobile App: **Sponsor Listing**
- Mobile App: One **Banner Ad**
- Mobile App: One **Push Notification**
- Website: **Large Logo** on Sponsor Page

VALUE: \$7,600

LIMITED TIME OFFER: \$5,400

Order by **November 23, 2022**



Syd Carpenter



Audrey An

PROGRAMMING SPONSORSHIP PACKAGES

DEMONSTRATING ARTIST SPONSORSHIP

- Print/Digital: 1/2 Page Color **Journal Ad**
- Print/Digital: Full Page Color **Program Guide Ad**
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- Mobile App: **Sponsor Listing**
- Mobile App: Two **Push Notifications**

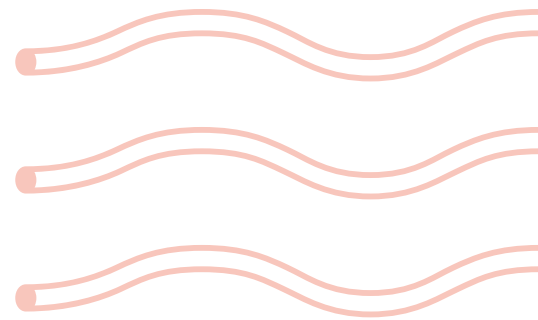
VALUE: \$6,500

LIMITED TIME OFFER: \$4,600

*Order by **November 23, 2022***



George Rodriguez



PROGRAMMING SPONSORSHIP PACKAGES

KEYNOTE SPONSORSHIP

- Print/Digital: 1/2 Page Color **Journal Ad**
- Print/Digital: 1/4 Page Color **Program Guide Ad**
- Onsite: Invitation for Two to **Welcome & Recognitions Reception**
- Onsite: **Logo Projection** Prior to Opening Events
- Mobile App: **Sponsor Listing**
- Mobile App: One **Push Notification**
- Website: **Medium Logo** on Sponsor Page

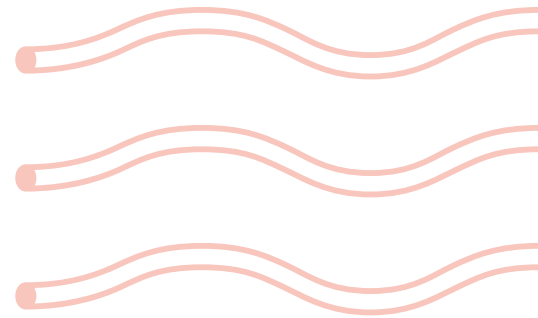
VALUE: \$3,500

LIMITED TIME OFFER: \$2,500

*Order by **November 23, 2022***



Dolores Huerta



PROGRAMMING SPONSORSHIP PACKAGES

CONCURRENT LIVE FEED SPONSORSHIP

- Print/Digital: Full Page Color **Journal Ad**
- Print/Digital: Full Page Color **Program Guide Ad**
- Onsite: **Logo Projection** Prior to Opening Events
- Onsite: **Logo Projection** Between Program Sessions
- Mobile App: **Sponsor Listing**
- Mobile App: One **Push Notification**
- Website: **Medium Logo** on Sponsor Page

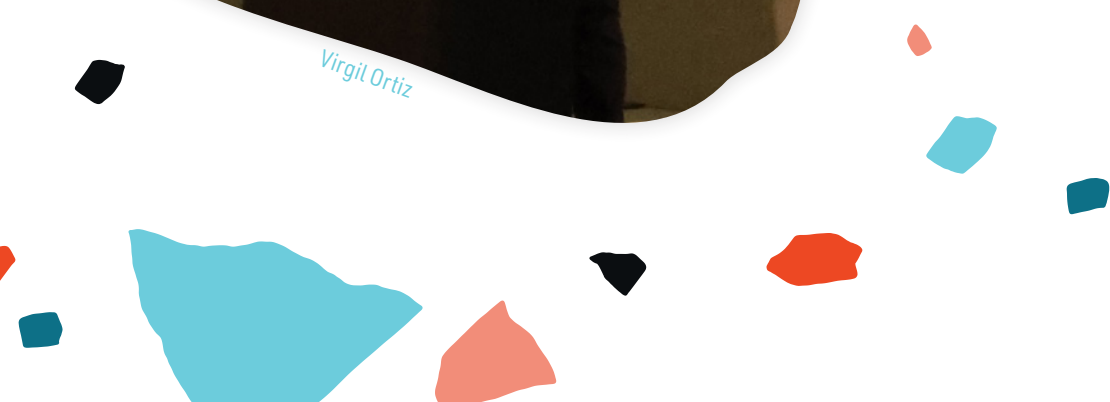
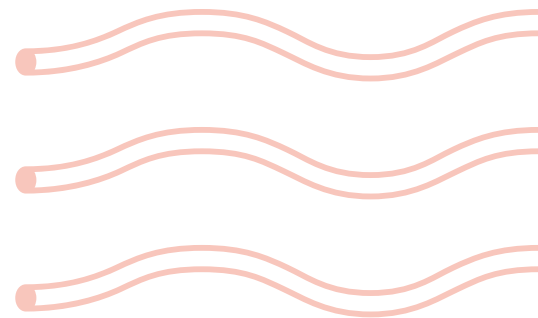
VALUE: \$6,500

LIMITED TIME OFFER: \$4,600

*Order by **November 23, 2022***



Virgil Ortiz



PROGRAMMING SPONSORSHIP PACKAGES

EXHIBITION SPONSORSHIPS

3 available for each exhibition:
NCECA Annual Exhibition
National Juried Student Exhibition
Multicultural Fellowship Exhibition

- Print/Digital: 1/2 Page Color **Journal Ad**
- Print/Digital: 1/2 Page Color **Program Guide Ad**
- Print/Digital: **Exhibition Catalog** Recognition
- Mobile App: **Sponsor Listing**
- Mobile App: One **Push Notification**
- Website: **Medium Logo** on Sponsor Page

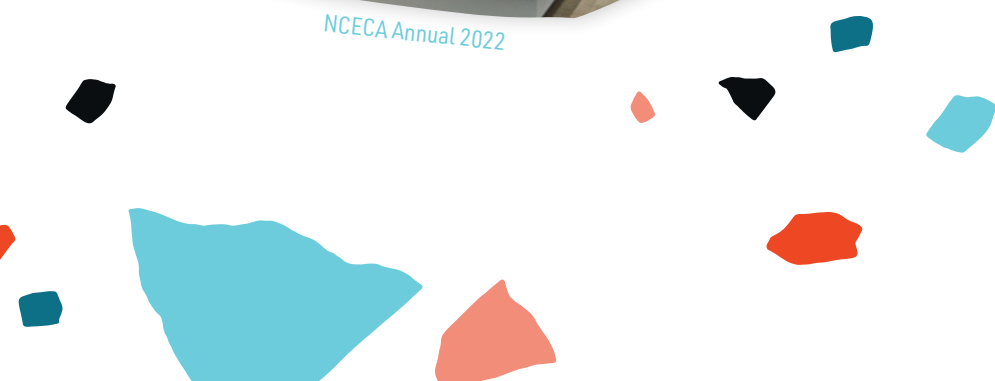
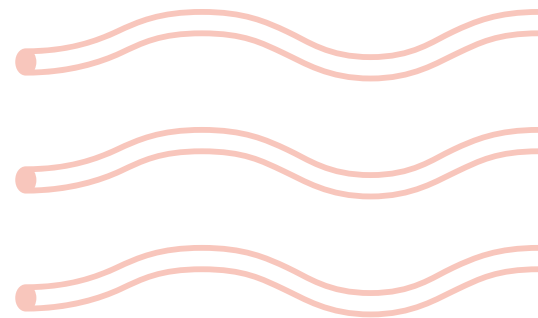
VALUE: \$2,500

LIMITED TIME OFFER: \$1,750

*Order by **November 23, 2022***



NCECA Annual 2022



PROGRAMMING SPONSORSHIP PACKAGES

VOLUNTEER SPONSORSHIP

- Print/Digital: 1/4 Page Color **Journal Ad**
- Print/Digital: 1/2 Page Color **Program Guide Ad**
- Mobile App: **Sponsor Listing**
- Mobile App: One **Push Notification**
- Website: **Medium Logo** on Sponsor Page

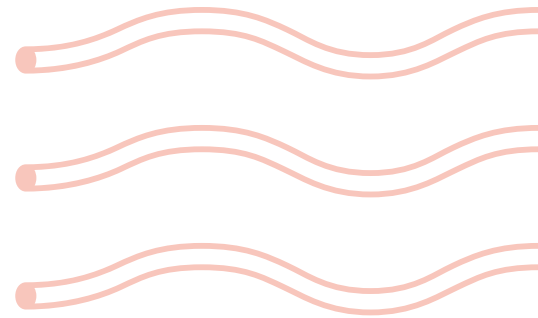
VALUE: \$1,700

LIMITED TIME OFFER: \$1,200

*Order by **November 23, 2022***



2022 Communications Ambassadors, Volunteers, and Conference Attendees



À LA CARTE OFFERINGS

PRINT/DIGITAL: 2023 NCECA JOURNAL

Inside Front Cover Color Journal Ad	\$1,307 \$1,569
Inside Back Cover Color Journal Ad	\$1,307 \$1,569
Full Page Color Journal Ad	\$1,004 \$1,204
1/2 Page Color Journal Ad	\$653 \$784
1/4 Page Color Journal Ad	\$399 \$480

PRINT/DIGITAL: 2023 NCECA PROGRAM AND EXHIBITION GUIDE

Inside Front Cover Program Color Ad	\$1,742 \$2,091
Inside Back Cover Color Journal Ad	\$1,742 \$2,091
Full Page Program Color Ad	\$1,391 \$1,670
2/3 Page Program Color Ad	\$878 \$1,053
1/2 Page Program Color Ad	\$702 \$843
1/4 Page Program Color Ad	\$418 \$500

Order by **November 23, 2022**

Prices listed for **Member | Non-member**

À LA CARTE OFFERINGS

DIGITAL: MOBILE APP BANNER AD

\$786 | \$935

3 Banner ads available. Banner ads will rotate at the top of the smartphone screen and are best suited to logos or a limited amount of text.

*Order by **December 1, 2022***

*Prices listed for **Member | Non-member***

DIGITAL: MOBILE APP PUSH NOTIFICATION

\$330 | \$396

140 characters maximum. A limited number of push notifications will be available per day of the event. Requests for push notifications will be prioritized for those presenting during or as exhibiting as part of the conference program. Push Notifications will be arranged in the conference schedule by conference platform managers.

*Order by **February 1, 2022***

*Prices listed for **Member | Non-member***

CONFERENCE BAG INSERT

\$550 | \$883

Inserts enclosed in every conference bag are sure to engage your targeted audience as they handle and interact with your message. Ceramic artists, students, and enthusiasts are visual-tactile learners and inserts encourage them to see and touch your promotions

An estimated 5,000 conference bags will be prepared for distribution at registration.

Pieces that may be included: flyers, postcards, cd's, small catalogs (no more than 16 pages and no larger 8½ x 11"), samples weighing no more than 3 ounces.

Pieces stapled together or use of paperclips will not be accepted.

The proposed material is subject to NCECA's approval.

NCECA's drayage company must receive the shipment of approved materials by late February 2023. The exact shipping address will be sent to you upon acceptance.

NCECA will not accept materials shipped to the NCECA office.

*Orders, sample pieces, and payment must be received by **February 13, 2023***

*Prices listed for **Member | Non-member***

SOCIAL AND ARTISTIC GOOD SPONSORSHIPS

Businesses and individuals in the conference region can increase their visibility and do good in their communities by providing support to NCECA in a number of areas leading up to and during the conference.

- Transportation and conference day pass scholarships for conference region high school student groups
- Secure space to stage or store exhibition furnishings
- Food and beverage for community gatherings and receptions
- Promotional messaging that advances community awareness of events, exhibitions, and programs.

NCECA recognizes in-kind and monetary sponsors who meet minimum requirements and deadlines in its annual Journal, Program Guide, and conference signage.

If you or your company are interested in providing any of the following to advance NCECA's efforts, please contact NCECA Executive Director, Joshua Green at josh@nceca.net.

RESERVE NOW!

Opportunities are limited and we do expect they will be reserved very quickly.
Reservations & payments can be made through the NCECA online store at nceca.net.
If you have any questions or concerns please contact tammy@nceca.net.

DEADLINES for PREMIUM SPONSORSHIP PACKAGES

Reservation/Payment for Gold Package preferred booth placement	October 10, 2022
Reservation/Payment for Silver and Bronze Packages	November 23, 2022
Artwork for Conference Program & Exhibitions Guide	November 23, 2022
Artwork for Journal print ads	November 23, 2022
Reservations/Payment/Artwork for Mobile App Banner ads	December 1, 2022
Reservations/Payment/text for Push Notifications	February 1, 2023

DEADLINES for PROGRAMMING PACKAGES

Reservation/Payment for Demonstrating Artist Sponsorship	November 23, 2022
Reservation/Payment for Keynote Sponsorship	November 23, 2022
Reservation/Payment for Concurrent Live Feed Sponsorship	November 23, 2022
Reservation/Payment for Exhibition Sponsorships	November 23, 2022
Reservation/Payment for Volunteer Sponsorship	November 23, 2022

DEADLINES for À LA CARTE OFFERINGS

Artwork for Conference Program & Exhibitions Guide	November 23, 2022
Artwork for Journal print ads	November 23, 2022
Reservations/Payment/Artwork for Mobile App Banner ads	December 1, 2022
Reservations/Payment/text for Push Notifications	February 1, 2023
Reservations/Payment/samples for Conference Bag Inserts	February 13, 2023