

2009 Annual Leaders Conference Sponsorship Program

THE OMNI SHOREHAM HOTEL • WASHINGTON, DC • SEPTEMBER 14-17, 2009



The Exhibit Hall will be open
all day September 14 & 15



NATIONAL FOUNDATION FOR
CREDIT COUNSELING

*Knowing the difference can
make all the difference.*



INSPIRE NETWORK LEARN

National Foundation for Credit Counseling

2009 NFCC Sponsorship Program



The National Foundation for Credit Counseling (NFCC) offers an Annual Sponsorship Program to highlight preferred partners and to ensure that the NFCC maintains the highest standards in quality credit counseling and education. The Program has been very well received the last few years and is continually enhanced thanks to valuable feedback from our partners.

This year, sponsorship contributions will be primarily used to support the NFCC Annual Leaders Conference where your organization will be prominently highlighted. Package feature opportunities at the conference include: hosting a marquee event, having a prominent corporate banner display and workshop or training sessions. In many cases the NFCC can work to further tailor each package to suit the specific needs of your organization. In addition, to provide your organization with increased exposure and interaction with our membership, we will provide you with exposure within NFCC Member and stakeholder communications throughout the year.

Past sponsors and exhibitors at NFCC Conferences have commented the events were, "excellent... great networking opportunities... (and that the) NFCC Staff members were great to work with, very responsible, helpful and organized."

By becoming a sponsor, you will enable the NFCC network to further expand its reach and, most importantly, to improve the lives of millions of Americans each year who turn to us for help.

Sponsorship Levels, Benefits, and Opportunities

Connect with your target audience within the credit counseling sector through the NFCC network of nearly 850 community-based offices in all 50 states as well as Washington, DC and Puerto Rico and position your organization as an industry leader. Sponsorships are a sure way to increase your recognition. You can sponsor a specific event or become a general sponsor for an NFCC conference.

All Sponsorships Include:

- Recognition in pre-conference communications
- Recognition in on-site conference materials
- Sponsor recognition within on-site signage
- Sponsor ribbons

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The NFCC mission is to promote the national agenda for financially responsible behavior and build capacity for its members to deliver the highest quality financial education and counseling services.

What NFCC Sponsors Are Saying...

June 6, 2007

We have been attending the NFCC Conference since 1995 and I remember being one out of only three vendors that attended. It has been an adventure every year and each year the conference just seems to be more enjoyable.

It provides an excellent opportunity for us to spend time with those agencies that currently utilize our services as well as, an excellent opportunity to meet and spend time with those agencies with whom we would like to develop a "Partners-In-Business" relationship.

Additionally, it is a valuable resource to keep us informed and up-to-date on changes that are taking place within the Credit Counseling Industry.

It is an privilege to be included in the conference and be given these wonderful opportunities and the NFCC Staff makes us feel like part of the family. Besides all that, we have a lot of fun.

— Carol Johnson and Lois Johnson, Marketing Directory Services "Partners-In-Business" relationship

Sponsorship Levels

Tier I Partner

(\$15,000 and above or equivalent in-kind donation)

- Invitation to speak at a Conference Training Session
- Inclusion in Annual Leaders Conference Marketing Materials
- Annual Leaders Conference Registration for two
- Prominent Booth and Corporate Banner Display at Annual Leaders Conference
- Choice selection of marquee event sponsorship at Annual Leaders Conference – PACE recognition event, Networking Reception, Day Trip, etc.
- Two (2) tickets to PACE recognition event on 9/15/09
- Logo placement on NFCC Web site in Members Only section for calendar year
- Half page ad in NFCC semi-annual newsletter *Notables* for two issues (audience: NFCC National Stakeholders, NFCC membership, and their local stakeholders)
- Sponsor spotlight article in an issue of the NFCC eNews (audience NFCC membership)



Tier II Partner

(\$10,000 to \$14,999 or equivalent in-kind donation)

- Inclusion in Annual Leaders Conference Marketing Materials
- Annual Leaders Conference Registration for two
- Prominent Booth at Annual Leaders Conference
- Choice selection of marquee event sponsorship at Annual Leaders Conference – Networking Reception, Continental Breakfast, Day Trip, etc.

- Two (2) tickets to PACE recognition event on 9/15/09
- Logo placement on NFCC Web site in Members Only section for calendar year

- Half page ad in NFCC semi-annual newsletter *Notables* (audience: NFCC National Stakeholders, NFCC membership, and their local stakeholders)

Tier III Partner

(\$5,000 to \$9,999 or equivalent in-kind donation)

- Inclusion in Annual Leaders Conference Marketing Materials
- Annual Leaders Conference Registration for two
- Booth at Annual Leaders Conference
- Two (2) tickets to PACE recognition event on 9/15/09
- Choice selection of coffee break sponsorship
- Quarter page ad in one (1) issue of NFCC semi-annual newsletter *Notables* (audience: NFCC National Stakeholders, NFCC membership, and their local stakeholders)
- Logo placement on NFCC Web site in Members Only section for six months

Exhibitor (\$1,400)

- Annual Leaders Conference Registration fee for one (1) representative
- Booth at Annual Leaders Conference
- One (1) ticket to PACE recognition event on 9/15/09
- Company name listed on NFCC Member Section Web site
- Company profile or brochure in attendee packets
- Conference Exhibitor Listing



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Important 2009 Sponsorship Dates:

- June 1** Sponsorship Program Launch – Open Registration for Packages (*first come, first served*)
- July 20** Deadline for Logos
- August 3** Deadline for Exhibitor Kit Application
- September 14** Annual Leaders Conference Begins



About The NFCC

The National Foundation for Credit Counseling (NFCC), founded in 1951, is the nation's largest and longest-serving national nonprofit credit counseling organization. Our mission is to promote the national agenda for financially responsible behavior and build capacity for our members to deliver the highest quality financial education and counseling services. NFCC Members annually help more than 3.2 million consumers through nearly 850 community-based offices in all 50 states as well as Washington, DC and Puerto Rico

Many NFCC Members are known as Consumer Credit Counseling Service® (CCCS). An increasing number of agencies operate under other names, but all members can be identified by the NFCC member seal. This seal represents accredited agencies with high standards, ethical practices, certified counselors, and policies and practices which help consumers achieve financial stability.



What We Do

In 2008, more than 3.2 million consumers received counseling and educational services from NFCC Member Agencies. More than one-third of all consumers who come to an NFCC agency for counseling are able to manage their debt on their own after receiving financial education and counseling.

NFCC Member Agencies provide a variety of services, including:

- Budget counseling and education
- Housing counseling
- Debt management plans
- Financial literacy courses
- Counseling referral services
- Bankruptcy counseling and education

Every client of NFCC Member Agencies receives comprehensive money management services based on their individual needs. Members provide free and/or affordable services, which are offered in-person or by phone. Many agencies also offer Web-based services. Housing counseling is also provided by

many members for consumers who want to purchase homes and those who have fallen behind on their mortgage payments.

National Accreditation



Each NFCC Member is individually accredited by the Council on Accreditation (COA). COA is an independent, third-party, not-for-profit, accrediting organization that has reviewed more than 1,500 social service programs to ensure compliance with best-practices standards.

All NFCC Member Agencies must be re-accredited by COA every four years.

Certified Counselors

The NFCC is highly recognized within the sector and by creditors for its trademarked Counselor Certification Program. All NFCC Member Agency counselors must complete the NFCC's comprehensive, quality training program to guarantee their ability to provide quality education and assistance to consumers.



National Foundation for Credit Counseling

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