



50 YEARS

2024

The 50th Anniversary of WIC



50 YEARS

2024

Sponsorship Prospectus

Partnership: The Key to WIC's Past and Future Success

Dear WIC Supporter,

WIC is turning 50!! We hope you'll join us in celebrating WIC's past successes and ensuring its future over the course of this golden anniversary year (2024) by sponsoring! In return for your sponsorship, your company will be recognized in all materials and communications related to the sponsorship item and thanked on a sponsor page on NWA's 50th website. For more specific benefits of sponsorship, please see the individual items in this prospectus.

In 1974, the first WIC clinic opened in Pineville, Kentucky. It has since grown into one of the most effective public health programs, improving nutrition, maternal and child health, breastfeeding, and food security for millions of families.

The National WIC Association (NWA) is launching a comprehensive and coordinated communications strategy leveraging the 50th anniversary to elevate the visibility and reputation of WIC to help enhance its ability to improve health and nutrition security for low-income families. Plans include a 50th Anniversary Kick-Off Event in Pineville, KY, a celebratory event in Washington, DC; a huge celebration and unveiling of the 50th Anniversary History of WIC Exhibit at the 2024 Annual Education and Training Conference in Chicago, IL and the 2024 Nutrition Education and Breastfeeding Promotion Conference; videos highlighting the impact of 50 years of WIC; and more.

NWA is proud to have played an instrumental role in ensuring the success of WIC program, providing education, guidance, and support to WIC staff, promoting WIC services to eligible participants, and driving innovation, research, and advocacy to strengthen WIC to work toward a nation of healthier families.

We and our dedicated members, who serve low-income WIC families in over 12,000 communities and 89 states, territories, and Indian Tribal Organizations (ITOs), look forward to celebrating this milestone in partnership with you!

All our best,

Georgia Machell, PhD
Interim President/CEO, NWA

PS: The National WIC Association is a tax-exempt organization under section 501(c)3 of the Internal Revenue Service Code.



2024

Sponsorship Opportunities

50th Anniversary Participant Centered Videos on the Impact of WIC

\$20,000 per video or \$60,000 for exclusive sponsorship for 4 videos

NWA is planning a comprehensive and coordinated communications strategy to help leverage the 50th anniversary to elevate the visibility and reputation of WIC. Sponsor a video to help elevate the voices of former and/or current WIC participants and providers to help enhance WIC's ability to improve health and nutrition security for low-income families.

Sponsorship Includes:

- Sponsor recognition at the end of videos;
- Dissemination of videos via NWA, WIC agency, and partner social media; and
- Recognition on the NWA 50th Anniversary website page.

Expected Reach:

100,000+ person organic digital reach (including NWA platform distribution and 8,000 local and state agency platforms)



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Sponsorship Opportunities

50th Anniversary Kickoff Event

\$20,000 | January 2024

The first WIC clinic opened its doors in January 1974 in Pineville, Kentucky. On January 23rd, 2024, NWA will be kicking off a year of celebrations by having a press event in the locale of the first ever WIC clinic, where it all began. The event itself will be held at the Bell Theater in Pineville, KY.

NWA is inviting USDA officials, the Governor of KY, the Mayor of Pineville, WIC staff who worked in the original WIC clinic, and WIC participants to provide remarks on the impact and importance of WIC. This will be followed by a celebratory reception at the Bell Theater. The event will include NWA staff and Board members, WIC providers and participants, and Business Council partner organizations.

Press will be invited. NWA is working with a media consultant to generate media opportunities associated with the event.

Sponsorship Includes:

- Invitation for 2 company/organization representatives to the event;
- Opportunity for company representative to offer welcoming remarks;
- Filming, editing, sponsor recognition in event communications, during the event, and at the end of videos of the event;
- Dissemination of the video via NWA, WIC agency and partner social media and at the NWA 2024 Annual Conference;
- Recognition on the NWA 50th Anniversary website page.

Expected Reach:

- At live event: 100+ key WIC stakeholders
- Post-event: 100,000+ person organic digital reach (including NWA platform distribution and 8,000 local and state agency platforms)



Pineville, KY

Ready to Sponsor? Click [here!](#) | Questions? Email info@nwica.org



2024

Sponsorship Opportunities

50th Anniversary Celebration Party at the National WIC Association Annual Education and Training Conference in Chicago, IL

\$20,000 | April 2024

**Based on availability. Opportunity to sponsor this party is included as a part of the Diamond package at the National WIC Association Annual Education and Training Conference - see [prospectus](#).*

We have so much to celebrate! This will be one of the most anticipated events at the NWA 2024 NWA Annual Education and Training Conference in Chicago, IL, April 7-10, 2024! Take this opportunity to show your support. Branding will be placed throughout the party.

Sponsorship Includes:

- Invitation for 10 company/organization representatives to the event;
- Recognition at the event including branding throughout the party;
- Opportunity for company representative to offer welcoming remarks;
- Recognition on the NWA 50th Anniversary website page.

Expected Reach:

1,200 in-person conference attendees ++

Chicago Marriott Downtown Magnificent Mile



Ready to Sponsor? Click [here!](#) | Questions? Email info@nwica.org



2024

Sponsorship Opportunities

50th Anniversary History of WIC Exhibit Sponsor

\$20,000 | Spring/Fall 2024

NWA will unveil a historical collection of stories and items from the 50 years of WIC at the NWA 2024 Annual Education and Training Conference and the 2024 NWA Nutrition Education & Breastfeeding Promotion Conference. This multimedia exhibit will include a timeline of WIC including items sourced from NWA members that demonstrate the evolution and impact of WIC. Sponsors will be recognized in the exhibit.

Sponsorship Includes:

- Recognition at the opening of the exhibit at the 2024 NWA Annual Education and Training Conference in Chicago, IL, April 7-10, 2024 and 2024 NWA Nutrition Education & Breastfeeding Promotion Conference (Fall; date and location TBD)
- Branding opportunity within the exhibit;
- Recognition on the NWA 50th Anniversary website page;
- Recognition in post-conference dissemination of the exhibit in electronic format via NWA, WIC agency and partner social media.

Expected Reach:

- At Live Events: 2400 WIC providers and partners +++
- Post-event: 100,000+ person organic digital reach (including NWA platform distribution and 8,000 local and state agency member platforms)

See ALL opportunities for sponsorship or exhibiting at the NWA 2024 Annual Education and Networking Conference and Exhibits [here](#).



2024

Sponsorship Opportunities

50th Anniversary Washington, DC Celebration Event

\$20,000

Join national policymakers (members of Congress, federal, state and local agencies), NWA staff and Board members, WIC state and local leaders and providers, participants, and partner organizations at an unforgettable celebration. Press will be invited. NWA has strong relationships with national media, plus is working with a media consultant to generate media opportunities associated with the event.

Sponsorship Includes:

- Invitation for 3 company/organization representatives to the event;
- Opportunity for company representative to offer welcoming remarks;
- Sponsor recognition in event communications and during the event;
- Dissemination of communications about the event via NWA, WIC agency and partner social media;
- Recognition on the NWA 50th Anniversary website page;
- Sponsorship will provide exposure to influential WIC decision makers and policymakers.

Expected Reach:

50 WIC providers, USDA, Partners, and key WIC stakeholders in Washington, DC