



## **2023 Annual Conference Sponsorship and Exhibition Opportunities**



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c4wr.org

*The information in this packet is subject to modification in order to best support the conference.*

# 2023 CWR CONFERENCE

October 10-13, 2023

## CONFERENCE LOCATION

Marriott St. Louis Grand  
800 Washington Avenue  
St. Louis, MO 63101

[Hotel website](#)



## ABOUT CWR

Communicators for Women Religious (CWR) provides professional networking and education to members who communicate and advance the mission and ministries of women religious. CWR is also a resource to organizations serving women religious. CWR is a 501(c)(3) organization funded in part through a generous grant from the Conrad N. Hilton Foundation.

## ANNUAL CONFERENCE MISSION

The main objective of the CWR conference is to convene current and potential CWR members for presentation of current trends, research and best practices in communication for women religious. The conference is also a space for creating networking opportunities and strengthening collaborative links between communicators and others who serve as a voice for women religious. We aim to strengthen relationships, encourage long-term sharing of knowledge and generate discussions of current issues and hot topics.

## ANNUAL CONFERENCE VISION

A successful conference:

- Is held annually
- Is grounded in prayer
- Focuses on communication, but has content that appeals to attendees in other roles
- Provides a sense of hospitality and fellowship
- Feels like a special event or job perk for attendees
- Celebrates the work of our members and our organization
- Draws potential members and serves as an introduction to CWR

## CWR MEMBERS

CWR boasts a membership of more than 280 individuals from more than 142 congregations and 22 associated ministries and other organizations. Our members:

- represent religious congregations that range in size from 18 to as many as 4,000 vowed members worldwide.
- report that their professional responsibilities include
  - public relations / media relations
  - development/advancement: fundraising, donor relations, grant management
  - marketing and advertising
  - website and social media management
  - newsletter and magazine editing and production
  - advocacy
  - promotion of social justice, associate and vocation ministries
  - archives/historian
- most often outsource website maintenance, photography, video production, and special event planning.
- are primarily based in the United States, Canada, Ireland, Italy, and Australia.
- meet regularly in 17 geographic regions and/or subject areas to share information and collaborate on projects when appropriate.
- manage a wide variety of budgets from a few thousand dollars up to \$500,000, with influence over marketing, development, technology and other decisions.

## CONFERENCE ATTENDEES

Interest in our conference has grown to include professionals outside of our traditional audience, both outside of North America and in organizations indirectly related to women religious. Our conference is attended by approximately 130 communications and development professionals each year, and we have a goal to welcome 150 attendees in 2023. In 2022, despite ongoing COVID restrictions, we had 118 attend our annual conference which was held in person in Cincinnati, Ohio. In addition, CWR's total membership has access to shared materials, resources, and live-streamed or recorded portions of the event.

The annual CWR conference affords members and guests an opportunity to reconnect with friends and colleagues, to share ideas, to exchange information, and to learn more about how to do their work in a more efficient and effective way. Each year, since its inception in 1995, the conference has been enhanced to offer more of what our members need and request.

### Feedback from 2022 attendees

Results from our 2022 annual conference survey indicate our members and guests felt the conference "met or highly exceeded expectations." Comments include:

- Once again, I had another wonderful time at the CWR conference.
- I really enjoyed it personally and benefited professionally.
- I really enjoyed it, as always! Thank you to the CWR staff, board of directors, and conference committee for all your hard work!
- This was my first CWR conference. Nice job, I hope to be able to attend in the future!
- Well done! Thank you! We are blessed that CWR is an awesome organization!



### 2023 CONFERENCE THEME

The theme of the 2023 CWR Conference is "Flowing Into Our Future." Inspired by the conference location in St. Louis - at the confluence of major rivers where many missions and ministries of women religious first took root - we look forward to and prepare for new realities in the emerging futures of women religious.

Speakers and sessions will address many practical topics ranging from understanding copyrights and digital asset management to trends in social media and video, communicating the *Laudato Si* Action Platform and other social justice initiatives. In addition to plenary sessions, participants will have a choice from workshop options in three tracks for: communicators, collaborators and fundraisers. For the most updated schedule of speakers and sessions, please visit the conference website at [c4wr.org/conference-2023/](https://c4wr.org/conference-2023/).

*"The Sisters of Charity of Cincinnati were honored to support CWR's 2022 annual conference. Sponsoring the conference's opening reception on Tuesday evening provided us with an opportunity to celebrate Cincinnati as the welcoming, hospitable community it is known to be. Our Sisters have lived in and contributed to the spirit and growth of the city for almost 200 years. As the largest religious community in the city - and founded here - we have affected both faith and family as integral to the life and health of the city and its residents. We believe that was evident to the many members and guests attending this year."*

Sister Georgia Kitt, SC

## CASE FOR SUPPORT

Catholic sisters make an impact in the lives of others every day. Their rich history, ministries, prayer and community life provide a strong foundation for meeting the needs that exist all around us. Their passionate voices of love and unity, of inclusion and empowerment, bring Jesus to life among believers and non-believers. Telling their stories, managing their communications with multiple constituents on a variety of platforms, and shaping and protecting their public identities, are some of the tasks charged to the communication staff who work with them. While advanced skills are often required by communicators for women religious, fine tuning them to the world of religious life is a specialty. Bringing communicators together on an annual basis provides a forum for networking, support, training and development. Your sponsorship of the CWR annual conference will assure that this opportunity exists to strengthen the work of communicators for women religious.

## SPONSORSHIP OPPORTUNITIES

As a sponsor or exhibitor at the 2023 CWR conference, you become a vital part of our efforts to advance the mission of Catholic Sisters. In gratitude, we offer a range of opportunities to share your services, work or products with our members, including both in-person and in promotional conference materials and regular member communications. We ❤️ our sponsors!



### ➔ Design Your Own Sponsorship

**Do you want to support CWR, but don't see what you need?** Contact us with your ideas, as we would be happy to customize an opportunity to fit your interests!

Sponsor Opportunity (# available)	Amount	Onsite <sup>1</sup>	Online <sup>2</sup>	Promo <sup>3</sup>	Bag <sup>4</sup>	Wifi pw	Badge logo	Award logo	Tix	video	Exhibit table
Presenting Sponsor (1)	\$3,000	•	•	•	•					•	•
Welcome Reception Sponsor (1)	\$2,500	•	•	•	•				•		•
Entertainment Night Sponsor (1)	\$2,500	•	•	•	•				•		•
Professional Awards Sponsor (1)	\$2,000	•	•	•	•			•			•
Name Badge Sponsor (1)	\$2,000	•	•	•			•				•
Technology Sponsor (1)	\$1,500	•	•	•		•					•
Session Sponsors (12)	\$1,000	•	•	•							•
Exhibitors (20)	\$750	•	•	•	•						•
Table Sponsors (25)	\$500	•	•								
(Coffee) Break Sponsor (5)	\$300	•	•								
Collaborator	\$200	•									
Supporter	\$100	•									
Patron	\$50	•									

<sup>1</sup>**Onsite** acknowledgements to include (depending on sponsor level): announcement and listing/logo on screen at beginning and end of conference; individual slides on screen during session introductions and/or breaks; table tents; signage.

<sup>2</sup>**Online** acknowledgements to include: listing on sponsor webpage with/without logo and link to designated website; listing on conference app with link to designated website.

<sup>3</sup>**Promotional** acknowledgements to include: listing/logo/link in promotional emails and monthly e-newsletters; social media mentions; logo on flier or other printable materials.

<sup>4</sup>**Bag** acknowledgements to include: opportunity to place flier and/or promo item in welcome bag for each participant.

### Descriptions

The **Presenting Sponsor** is the premier sponsor of the entire event. “Conference presented by...” and “Keynote presented by...” will be displayed as much as possible before, during and after the conference.

The **Welcome Reception Sponsor** serves as host of the official opening of the event, a cocktail party on Tuesday evening, October 10. “Welcome Reception sponsored by...” will be displayed as much as possible, before, during and after the conference. Four representatives of your organization are invited to the welcome reception (attendance is optional).

The **Entertainment Night Sponsor** will be acknowledged as hosting a special evening of entertainment separate from the conference. This is typically an optional group opportunity that encourages supportive relationships and connections among members. “Entertainment Night sponsored by...” will be displayed as much as possible before, during and after the conference. Four representatives of your organization are invited to the evening activity (attendance is optional).

The **Professional Awards Sponsor** will be acknowledged throughout the cycle of awards for outstanding print, electronic media and integrated campaigns. "Awards sponsored by..." will be displayed as much as possible during the nomination and presenting stages of the awards process. A representative is invited to make a brief, two-minute comment during the awards presentation at the conference (attendance is optional).

The **Name Badge Sponsor** will offset the cost of name badges for every conference attendee, exhibitor, board, volunteer, speaker and staff member who wear the badge throughout the conference. The name badge can include your name/logo. "Name Badges sponsored by..." will be displayed at the registration table.

The **Technology Sponsor** may select the Wi-Fi password for the event. For example, attendees may type in the name of your organization to log in. Any live-streamed or recorded portions of the event, which will be shared with all CWR members, will be referred to as "presented by [your organization]."

The **Session Sponsors** may choose a specific speaker or workshop session of the conference to sponsor (except for the keynote session). Sponsors can work with CWR staff to determine which session they wish to sponsor once the schedule has been developed. "Session sponsored by..." will be displayed as much as possible before, during and after the conference.

**Exhibitors** are provided a table in the exhibit area to display and share their business/organization materials. (See details below.)

**Table Sponsors** are acknowledged with signage at one or more tables in the main conference room. This signage may or may not be incorporated into a centerpiece for the table. Attendees typically move to various tables throughout the conference. Fliers, business cards or other promotional materials can be placed on a sponsored table for the duration of the event.

**Coffee Break Sponsors** will be acknowledged with signage next to the table with refreshments during the sponsored break. Sponsor fliers, business cards or other promotional materials can be placed on or near the refreshment tables for distribution during the sponsored break.

**Collaborators, Supporters and Patrons** champion the event with their contributions which will be acknowledged throughout the conference. We appreciate your support!

## Exhibitors

The exhibitor area will remain open throughout the conference and is conveniently located in the hallway and lobby area directly in front of most plenary and workshop room locations. We have incorporated numerous breaks so conference participants will have time to mingle with exhibitors before, during and after the daily sessions.

- **Space:** Skirted 6' display table
- **Set-up:** Tuesday, October 10 before 4 p.m. or Wednesday, October 11 before 8 a.m.
- **Conference run-time:** The conference opens with registration Tuesday, October 10 at 4 p.m. The conference concludes at noon Friday, October 13.
- **Tear down:** Thurs., Oct. 12 after 5 p.m. or Fri., Oct. 13 after 12 noon (but before 4 p.m.)
- **Details:** Instructions related to load-in, shipping exhibitor materials and other pertinent information will be shared with exhibitors once agreement is submitted.
- **Amount:** \$750 includes full access to conference sessions and meals for one representative

*"In our efforts to serve those discerning a religious vocation, we rely on religious institutes not only to support VISION Vocation Guide through advertising in print and online but to distribute VISION resources to the schools, parishes, college campuses and retreat centers where religious minister. Who better to appreciate the need to get the word out than religious communicators. Your work supports us in our ministry of vocation promotion. Thank you!"*

Patrice J. Tuohy, TrueQuest Communications, LLC  
Publisher of VISION Vocation Guide

*"Our sponsorship at the CWR conference allowed us to share the Theresian charism with many mission-driven professionals. The one-on-one conversations both at our booth and during the conference helped us spread the word about what we do and who we are."*

Tammy Townsend-Denny  
Executive Director, Theresians International



## 2023 CWR Conference SPONSORSHIP FORM

**Yes!** We would like to support the 2023 Communicators for Women Religious Annual Conference as a (check all that apply):

<input type="checkbox"/>	<b>Presenting Sponsor</b>	<b>\$3,000</b>
<input type="checkbox"/>	<b>Welcome Reception Sponsor</b>	<b>\$2,500</b>
<input type="checkbox"/>	<b>Entertainment Night Sponsor</b>	<b>\$2,500</b>
<input type="checkbox"/>	<b>Professional Awards Sponsor</b>	<b>\$2,000</b>
<input type="checkbox"/>	<b>Name Badge Sponsor</b>	<b>\$2,000</b>
<input type="checkbox"/>	<b>Technology Sponsor</b>	<b>\$1,500</b>
<input type="checkbox"/>	<b>Session Sponsor</b>	<b>\$1,000</b>
<input type="checkbox"/>	<b>Exhibitor</b>	<b>\$750</b>
<input type="checkbox"/>	<b>Table Sponsor</b>	<b>\$500</b>
<input type="checkbox"/>	<b>Coffee Break Sponsor</b>	<b>\$300</b>
<input type="checkbox"/>	<b>Collaborator</b>	<b>\$200</b>
<input type="checkbox"/>	<b>Supporter</b>	<b>\$100</b>
<input type="checkbox"/>	<b>Patron</b>	<b>\$50</b>
<input type="checkbox"/>	<b>Design Your Own Sponsorship</b>	<b>TBD</b>

Contact Name \_\_\_\_\_

Email address \_\_\_\_\_

Sponsor Listing \_\_\_\_\_

*Please print your information exactly as you would like it to appear in promotional materials.*

*If you wish to remain anonymous, please check here: \_\_\_\_\_ (Will be listed as "A friend of CWR")*

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Please submit this completed form with payment **no later than August 1, 2023**, to:  
Communicators for Women Religious, 5416 S. Cornell Ave, Chicago IL 60615

### **Make checks payable to CWR.**

For questions or to pay via credit card, contact Brian at [blavelle@c4wr.org](mailto:blavelle@c4wr.org) or (773) 891-3313.

*CWR is a 501(c)(3) nonprofit organization. Your contribution may be tax-deductible. Contact your tax advisor for details.*