

2026 National NOW Conference

Sponsorship Prospectus



Celebrating 60 Years of Feminist Power, Progress, and Possibility
The Westin Alexandria Old Town | Alexandria, VA | June 26–28, 2026

For six decades, the National Organization for Women (NOW) has been at the forefront of advancing gender justice, defending civil rights, and mobilizing grassroots activists across the country. The 2026 National NOW Conference marks a historic milestone, 60 years of feminist leadership, and will convene advocates, organizers, thought leaders, students, and movement partners from across the United States.

This national gathering is more than a conference. It is a strategy summit, a movement-building space, and a powerful public declaration that feminist resistance remains strong, intersectional, and unstoppable.

By becoming a conference sponsor, your organization will align with the nation's largest grassroots feminist network and demonstrate visible support for advancing equity, justice, and human rights. Sponsorship provides meaningful brand visibility, thought leadership engagement, and direct access to a highly engaged audience of changemakers and decision-makers. Whether your goal is national brand recognition, targeted audience engagement, or deep partnership with movement leaders, there is a level that fits your objectives.

If you are interested in exhibiting, advertising, or sponsoring the 2026 NOW Conference, or if you have additional questions, please contact: fund@now.org

2026 Sponsorship Opportunities

Presenting Sponsor — \$10,000 *Exclusive opportunity (1 available)*

As the exclusive Presenting Sponsor of the 2026 National NOW Conference, your organization will be positioned as a leading national partner in NOW's 60th Anniversary convening in Alexandria, VA. This premier partnership offers visible alignment with the conference's vision, priority placement across key touch points, and exclusive access to the main stage.

Brand Visibility

- Exclusive recognition as Presenting Sponsor of the Conference
- Logo placement on the conference homepage
- Recognition on plenary slides throughout the event
- Verbal acknowledgment during plenaries

Leadership & Engagement

- Opportunity to sponsor workshop
 - *One of the biggest draws of the NOW Conference are the signature workshops. Workshops address our six core issues: reproductive health and rights, racial justice, economic justice, constitutional equality, LGBTQIA+ rights, and ending violence against women. Sponsor will work with NOW to review scheduled workshops and determine sponsorship based on mission alignment.*

Media & Digital Exposure

- Full-page color program ad
- Exclusive top-of-email hero banner advertisement in two national NOW e-newsletters
- 60-second podcast advertisement
 - *Feminism NOW is NOW's podcast, featuring conversations on feminist issues, movement strategy, and the work happening right now to advance gender justice.*
- Logo inclusion in the post-conference recap email
- Recognition on NOW's social media platforms

On-Site Presence

- Opportunity to co-brand one conference coffee break
- Premium exhibitor table placement
- Six complimentary conference registrations
- Inclusion of a branded item in the attendee welcome bag

Gold Sponsor — \$5,000

Gold Sponsors receive elevated brand visibility and direct engagement with conference attendees. This level offers strong recognition across conference materials and digital channels while providing meaningful on-site presence.

Brand Visibility

- Logo placement on the conference homepage
- Verbal acknowledgment during one plenary session

Media & Digital Exposure

- Full-page color program ad
- Dedicated mid-email display advertisement in two national NOW e-newsletters
- 30-second podcast recognition
 - *Feminism NOW is NOW's podcast, featuring conversations on feminist issues, movement strategy, and the work happening right now to advance gender justice.*

On-Site Presence

- Priority exhibitor placement
 - Four complimentary conference registrations
 - Literature inclusion in attendee welcome bags
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Silver Sponsor — \$3,500

Silver Sponsors receive meaningful brand visibility across conference materials and digital platforms while maintaining an active on-site presence. This level is ideal for organizations seeking consistent exposure and direct engagement with NOW's national audience.

Brand Visibility

- Name on the conference homepage

Media & Digital Exposure

- Half-page program ad (black and white)
- Shared display advertisement in one national NOW e-newsletter
- Group recognition in a conference-related podcast episode

On-Site Presence

- Exhibitor table
- Three complimentary conference registrations
- Literature included in attendee welcome bags

Bronze Sponsor — \$2,500

Bronze Sponsors gain solid conference recognition and on-site visibility. This level provides accessible alignment with NOW's national movement while ensuring brand presence across core conference materials.

Brand Visibility

- Name on the conference homepage

Media & Digital Exposure

- Quarter-page program ad
- Logo placement in the newsletter sponsor recognition block
- Group recognition in a podcast episode

On-Site Presence

- Two complimentary conference registrations
 - *Literature drop available at a discounted rate*
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Community Supporter — \$1,000

Community Supporters demonstrate visible commitment to the 2026 National NOW Conference and receive foundational recognition across conference platforms.

Brand Visibility

- Name on the conference sponsor webpage

Media & Digital Exposure

- Business card-size program ad
- Name recognition in a newsletter sponsor acknowledgment section

On-Site Presence

- One complimentary conference registration

À La Carte Sponsorship Opportunities

Organizations may enhance their presence at the 2026 National NOW Conference through the following high-visibility activation opportunities. All opportunities are subject to availability and mission alignment.

The NOW team is happy to help customize an opportunity that aligns with your goals. There are many ways to get involved, and we welcome the chance to develop a package that meets your needs. Below are a few sample ideas to help inspire the possibilities.

For more information or to discuss a customized opportunity, please contact: fund@now.org

Branded Photo Booth — \$6,500

A high-engagement activation designed to drive visibility, social sharing, and attendee interaction throughout the conference.

- Custom co-branded photo booth opportunity
- Logo placement on printed and/or digital photo frames
- Quarter-page program ad

Branded Charging Station — \$4,500

A high-traffic activation providing continuous visibility throughout the conference.

- Prominent logo placement at charging station area
- Signage recognizing sponsor support
- Quarter-page program ad

Branded Conference Coffee Break — \$3,500

Align your organization with one of the most attended networking moments of the conference.

- Signage at coffee stations
- Verbal acknowledgment during break transition
- Quarter-page program ad

Exhibitor Opportunities

Showcase your organization directly to conference attendees and grassroots leaders from across the country.

What's Included:

- One 6-ft table, two chairs, and linen
- Access to Exhibitor Hall
- Discounted hotel rates
- Listing as an exhibitor on the conference website and in program book

Exhibitor Rates:

- Corporate: \$750 per table | \$150 for literature drop
- Non-Profit Organizations: \$500 per table | \$100 for literature drop
- NOW Chapters: \$200 per table | \$50 for literature drop

2026 Program Advertising Opportunities

Advertising in the official printed 2026 National NOW Conference Program provides high-visibility exposure to a national audience committed to gender justice, civic engagement, and intersectional advocacy.

Benefits:

- Direct promotion to conference attendees and grassroots leaders
- Recognition as a visible supporter of NOW's mission

Ad Pricing

- Back Cover (Full Page, Color – Exclusive): \$1,875
- Inside Front Cover or Inside Back Cover (Color): \$900
- Full Page (Black & White): \$525
- Half Page (Black & White): \$300
- Quarter Page (Black & White): \$225
- Business Card Size – Non-NOW Chapter (B&W): \$75
- Business Card Size – NOW Chapter (B&W): \$50