

CADDEM

CALIFORNIA DEMOCRATIC PARTY

ENDORISING CONVENTION

NOVEMBER 16 - NOVEMBER 19, 2023

SACRAMENTO, CA
SPONSORSHIP PACKET

CONVENTION OVERVIEW + EVENTS

Unite with fellow Democrats from every corner of the state as the California Democratic Party delegation convenes in the state's Capitol City for the CADEM Endorsing Convention. A pivotal assembly to strategize for the upcoming 2024 election, this event will also serve as a platform for crucial endorsements and discussions, shaping the course of our state's political landscape. Join us in driving progressive change and shaping a brighter future for California and the Nation!

General Session

Join us at the CADEM Convention's main stage, the General Session, where you'll see impactful speeches from prominent elected officials and visionary leaders. Feel the energy surge as we rally and prepare for the monumental 2024 election!

Exhibit Hall

AVAILABLE FOR NAMED SPONSORSHIP

Explore the hub of the CADEM Convention - the Exposition Hall. Immerse yourself in a showcase of 50+ booths, where sponsors, campaigns, and advocacy groups converge to share their mission and drive for transformative change.

Chair's Welcome Reception

AVAILABLE FOR NAMED SPONSORSHIP

Kick-off Convention in style at the Chair's Welcome Reception. Join us for an evening of celebration, networking, and inspiration as we set the tone for an impactful and empowering weekend.

VoteFest 2024

VIP SPONSORSHIPS AVAILABLE

Join us for an unforgettable Saturday night at VoteFest 2024, a celebratory reception where you can dance the night away, enjoy delicious food and beverages, see captivating entertainment, and join forces with fellow Democrats to amplify voter activation!



SPONSORSHIP PACKAGES

Presenting Sponsor \$125,000

- Honored Guest passes with premium floor seating at General Session
- VIP Lounge passes
- VIP Tickets to the Chair's Welcome Reception
- Tickets to VoteFest 2024
- Exclusive named sponsorship of an official convention event
- All complimentary:
 - Hospitality suite
 - Two (2) Exhibit Hall booths
 - Your Promotional Item(s) in delegate bags
- Full-page color ad in the digital Convention book
- 1-minute video advertisement
- Digital Display of your logo
- Advanced Convention briefing call

Convention Chair \$100,000

- Honored Guest passes with premium floor seating at General Session
- 10 VIP Lounge passes
- 10 VIP Tickets to the Chair's Welcome Reception
- 10 Tickets to VoteFest 2024
- All complimentary:
 - Hospitality suite
 - Exhibit Hall booth
 - Your Promotional Item(s) in delegate bags
- Full-page color ad in the digital Convention book
- 45-second video advertisement
- Digital Display of your logo
- Advanced Convention briefing

Convention Underwriter \$50,000

- Honored Guest passes with premium floor seating at General Session
- 7 VIP Lounge passes
- 7 VIP Tickets to the Chair's Welcome Reception
- 7 Tickets to VoteFest 2024
- All complimentary:
 - Hospitality suite
 - Exhibit Hall booth
 - Your Promotional Item(s) in delegate bags
- Full-page color ad in the digital Convention book
- 30-second video advertisement
- Digital Display of your logo
- Advanced Convention briefing

SPONSORSHIP PACKAGES

Convention Supporter \$25,000

- Honored Guest passes with premium floor seating at General Session
- 4 VIP Lounge passes
- 4 VIP Tickets to the Chair's Welcome Reception
- 4 Tickets to VoteFest 2024
- All complimentary:
 - Hospitality suite
 - Exhibit Hall booth
 - Your Promotional Item(s) in delegate bags
- Half-page color ad in the digital Convention book
- 15-second video advertisement
- Digital Display of your logo
- Advanced Convention briefing

Sequoia Package \$10,000

- 2 Honored Guest passes with premium floor seating at General Session
- 2 VIP Lounge passes
- 2 Tickets to VoteFest 2024
- Half-page color ad in the digital Convention book
- Digital Display of your logo
- Your Promotional Item(s) in the delegate tote bags

**Contact CADEM Finance Director
Camille Alcala to confirm
your sponsorship:**

**camille@cadem.org
(707) 548-6455**

Sierra Package \$5,000

- 1 Honored Guest pass with premium floor seating at General Session
- 1 VIP pass
- 1 Ticket to VoteFest 2024
- Quarter-page color ad in the digital Convention book
- Digital Display of your logo



EXHIBIT BOOTH SPONSORSHIP

RESERVE AN EXHIBIT BOOTH - \$3,500

Elevate your impact and connect with 5,000+ engaged and politically-minded individuals at the CADEM Endorsing Convention!

Secure your booth sponsorship today to showcase your business, club, organization, or campaign on this influential stage. Join us in shaping the future of California politics while gaining invaluable exposure and networking opportunities.



Details

Contact sponsor@cadem.org or visit cadem.org/sponsor to request your exhibit booth.

- Exhibitors may purchase multiple booth spaces
- Each booth includes five (5) Exhibitor Passes that allow access to General Session
- Additional build-out and labor fees may apply

Exhibit Hall Hours

Friday, November 17
2:00 PM - 8:00 PM

Saturday, November 18
8:00 AM - 8:00 PM

Sunday, November 19
8:00 AM - 12:00 PM

CONVENTION TOTE BAG SPONSORSHIP

INCLUDE YOUR SWAG IN THE CONVENTION TOTE BAG- \$1,500

Maximize your reach and make a lasting impression by including your swag or promotional item in the CADEM Convention tote bags.

From eye-catching flyers to functional pens and buttons, this is your chance to put your message directly into the hands of engaged and influential individuals, ensuring a lasting impression long after the Convention concludes.

Details

Contact sponsor@cadem.org or visit cadem.org/sponsor to secure your placement in the Convention tote bag.

- Sponsors must produce 4,250 Union and USA-made items
- All items must be received by CADEM in Sacramento by Friday, October 27
- All items must be approved by CADEM



HOST A HOSPITALITY SUITE

Celebrate your club, organization, business, or campaign's causes by hosting a reception at the CADEM Convention.

This is your chance to immerse Convention delegates and guests in an unforgettable experience while championing critical issues. Elevate your presence and engage with like-minded guests as you amplify your mission amidst the spirited atmosphere of the convention.

Details

Additional food, beverage, and audio-visual fees may incur.

- **\$5,000** - Host a large reception that holds up to 400 guests
- **\$3,500** - Host a medium reception that holds up to 75 guests
- **\$1,500** - Host an off-site event that is featured in the official Convention agenda

Hospitality Suite Hours

Contact sponsor@cadem.org or visit cadem.org/sponsor to reserve your hospitality suite.

Friday, November 17

10:15 PM - Midnight

Saturday, November 18

10:15 PM - Midnight



ADDITIONAL A-LA-CARTE SPONSORSHIPS

Your Logo Displayed at General Session

Be front and center in shaping the conversation by sponsoring a logo placement during the General Session on the main stage at the **CADEM Convention**.

Join us in spotlighting your commitment to progressive ideals and gaining unparalleled exposure among an engaged audience.

- **\$5,000** - Large Logo Display
- **\$2,500** - Small Logo Display

Contact sponsor@cadem.org or visit cadem.org/sponsor to reserve an a-la-carte sponsorship.

Your Ad in the Digital Convention Book

Elevate your visibility by securing an ad in the official, digital **CADEM Convention book**.

With the added bonus of including a clickable link, your ad will seamlessly guide readers to your chosen destination.

- **\$1,500** - Full-Page Ad (8.5" x 10.675")
- **\$1,000** - Half-Page Ad (7.5" x 4.75")
- **\$750** - Quarter-Page Ad (3.625" x 4.75")





SEE YOU IN SACRAMENTO!

**Contact CADEM Finance Director Camille Alcalá to become
a sponsor at the 2023 CADEM Endorsing Convention**

**camille@cadem.org
(707) 548-6455**