



Virtual Sponsorship Opportunities

2021



Thank you for your interest in partnering with the NorthEast Contact Center Forum (NECCF) and sponsoring one of our virtual events.

Our typical event schedule has been upended by the enduring impact of COVID-19 and the resulting limitations on travel and large gatherings. While we intend to return to in-person events once allowable, we are currently limited in what we can offer. As a result, we have developed a platform to meet and deliver content virtually. Details of our virtual sponsorship opportunities, associated benefits, and costs are outlined in the following pages.

There are many benefits to a virtual sponsorship. Some of the obvious advantages include unrestricted access and high-level exposure to a distinguished group of decision makers. Sponsor participation will be highlighted in all NECCF related promotions, on our website (neccf.org), and the recorded session can be available to add to your company's website, social posts, or email campaigns.

Sponsorships are available on a first come, first served basis. Please note that we have a limited number of opportunities available and we do expect that these to sell out. Therefore, sponsorships will not be confirmed until a signed agreement has been returned and payment has been received.

Thank you again for your interest, we welcome the opportunity to discuss these opportunities with you further. Please contact [NECCF Event Manager](#) with any additional questions.

Sincerely,

The NorthEast Contact Center Forum, Board of Directors

Michael Pace, NECCF President; Virgin Pulse; The Pace of Service

Bill Conlon, NECCF Treasurer, Siemens Healthineers

Stacey Swim, NECCF Secretary, Maine Health

Jonathan Cogswell, NECCF VP of Marketing, CopperBeech Associates

Ralph Bevilacqua, Teladoc

Ledia Dilo, iRobot

Anne O'Neil, Prudential

David Teixeira, Tornovo

Jennifer Ward, Village Bank

Petra Wise, ezCater

Additional NECCF Resources

Emily Rocha, Digital Marketing Coordinator



2021 Virtual Event Sponsorship Opportunities

Radio Roundtable - \$5,000

- Exclusive sponsorship of one Radio Roundtable session – Generally offered monthly
- Opportunity to deliver a 30-minute user case study followed by 30 minutes of NECCF user content
- Opportunity to provide content for sharing on NECCF social media channels leading up to the event
- Participation highlighted in all NECCF event related promotions:
 - o Mentions on NECCF social media channels (Facebook, LinkedIn, Twitter) plus social graphic for your organization to include in your promotions
 - o Email Campaigns (multiple mailings to 2,000+ contact center professionals)
 - o Company logo with link to your corporate URL as well as event details posted on neccf.org website.
 - o Post-event recorded session posted on neccf.org website.
- Full Attendee List (average attendance of 100+)
- Post-event opportunity to connect with attendees to answer any questions and/or set up follow-up
- Post-event access to recorded session to add to your website, social posts, email campaigns, etc.
- Post-event opportunity to send promotional materials and giveaways to attendees (included in registration process – opt in link that takes you to the sponsor contact)

Webinar Partner - \$4,000

- Opportunity to partner with the NECCF on your webinar, 100% your content with NECCF support
- Participation highlighted in all NECCF event related promotions:
 - o Mentions on NECCF social media channels (Facebook, LinkedIn, Twitter) plus social graphic for your organization to include in your promotions
 - o Email Campaigns (multiple mailings to 2,000+ contact center professionals)
 - o Company logo with link to your corporate URL as well as event details posted on neccf.org website.
 - o Post-event recorded session posted on neccf.org website.
- Full Attendee List (average attendance of 100+)
- Post-event opportunity to connect with attendees to answer any questions and/or set up follow-up
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Conversations with... (interview) - \$2,000

- 15 minute (approximate) conversations with a contact center management thought-leader
- NECCF Board Member interviewer, will use agreed upon, pre-set questions
- Includes two social media and email promotion to our extensive network
- Includes usage of sponsor company's logo and opportunity for advertisement during the interview
- Includes a copy of the interview recording. Recording will be posted on the NECCF YouTube channel and will be a link on NECCF.org with your company's branding.
(Note: unless otherwise specified, NECCF owns all recording rights and can use the content in other NECCF promotional opportunities.)
- Opportunity for purchase sponsorship of one or a series of up to 3 interviews



Sponsor Promotions - \$1,500

- Opportunity to promote your event via all NECCF event related promotions:
 - Mention on NECCF social media channels (Facebook, LinkedIn, Twitter)
 - Email Campaigns (multiple mailings to 2,000+ contact center professionals)
 - Company logo with link to your corporate URL as well as event details posted on neccf.org website.

**All list opportunities are limited and available on a first-come, first-served basis.*



ABOUT THE NECCF:

The NECCF is a non-profit user-based organization led by a volunteer Board of Directors. The NECCF was founded in February 2001 by contact center executives and managers who wanted an unbiased “user group” to facilitate the exchange of ideas among contact center executives and managers. Over the past 20 years, the NECCF has grown and remained committed to addressing the day-to-day management concerns and strategic planning needs of contact center professionals throughout the northeast. We are proud to be the premiere contact center networking group in the region.

NECCF EVENT SPONSOR RESPONSIBILITIES:

NECCF is proud of our independent, user driven, non-profit status. As a non-profit we work diligently to continually update our extensive database of contact center professionals across the Northeast. As an organization we are active in email marketing, social media posting and advertising, and our website is a constantly evolving source of content for contact center professionals seeking techniques and tools for deriving a higher level of customer satisfaction for their customers. All of these marketing channels are used to promote you, our sponsors.

As an independent source of best practices in the contact center space we believe we represent an excellent value-added benefit to your prospects and clients. Partnering with us brings that value directly to you and your company. But as a non-profit our resources are limited and we ask you partnership, as a sponsor, in co marketing our events. We ask that you:

Corporately

- Announce our event and your sponsorship on your website, via email marketing and via LinkedIn, Twitter, and other social media utilized by your company

Sales Staff

- We ask that the sales staff attending the event, post and repost content from LinkedIn, Twitter, and Facebook to their personal networks to promote the event and their attendance at it

We thank you for your sponsorship and remember: Our success is your success!

SPONSOR PRESENTATION GUIDELINES FOR NECCF EVENTS:

We have held focus groups with our attendees and surveyed them extensively. Universally their feedback tells us they value user-based presentations – the real story of how a product or service works, from a contact center manager’s personal point of view.

Simple fact: having a user as part of your presentation at an NECCF event lends greater credibility to the value of the product or service you offer; and in turn, creates more business opportunities for you among our attendees.

A NECCF Board Member, along with our Events Manager, will be available to you as a guide to help you in the development of your presentation, with the goal of maximizing your business opportunities via your partnership with the NECCF.

We look forward to working with you.

