



Virgil Ortiz creates a new body of work in the Peter Voulkos studio; Archie Bray Ceramics Center, Fall 2021 | Photo credit: Virgil Ortiz

# nceca

## What is the National Council on Education for the Ceramic Arts (NCECA)?

NCECA (pronounced en-SEE-kuh) is the acronym for the **National Council on Education for the Ceramic Arts** — the most vibrant, diverse, and longest operating organization dedicated to ceramic art and education. Its reach extends from urban communities throughout the United States that host annual conferences to artists' studios, community arts centers, K-12 schools, higher education, nonprofit and commercial sectors throughout the United States and abroad. Founded and driven by artist educators since its inception in 1966, NCECA is known for annual in-person conferences that focus on learning, creativity, and knowledge exchange.



nceca  
**coalescence**  
Richmond, Virginia • March 20-23, 2024

## What is the conference?

The annual NCECA conference takes place in a different city each year drawing thousands of ceramic art enthusiasts from throughout the United States and abroad. COALESCENCE, the 58th annual conference, will take place in Richmond, Virginia from March 20 to March 23, 2024, with an **opening preview on March 19**. Diverse presenters engage participants through lectures, discussions, networking, sessions, exhibitions, and dynamic demonstrations.

## Who will see your sponsorships?

The world's most enduring, diverse, and innovative form of creative expression, interest in ceramic art and learning is at an unprecedented peak. Artists, students, teachers, collectors, scholars, commercial and non-profit organizations, and schools from throughout the United States and abroad will converge for this exciting opportunity. This conference represents the most significant, recurring gathering of people who care about creativity, teaching and learning through clay. Your participation as a sponsor will expand awareness of your mission, values, programs, services, products, opportunities, or events.

Gold, Silver, and Bronze sponsors will receive special guest invitations to the

# Welcome & Recognitions Reception

This celebration of generous supporters, headline presenters, fellowship recipients, and honorees takes place just prior to the conference opening ceremonies.



**Beth  
Lo**



**Paul Andrew  
Wandless**



**Rose B.  
Simpson**



**James C.  
Watkins**



**Natasha  
Smoke  
Santiago**



**Virgil  
Ortiz**



**Roxanne  
Swentzell**

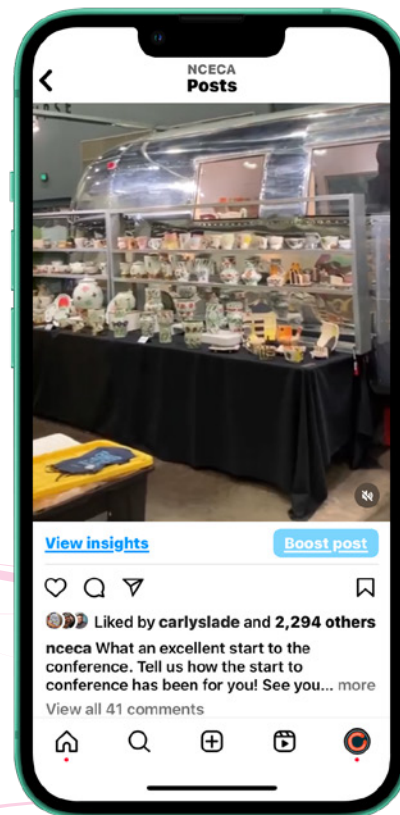
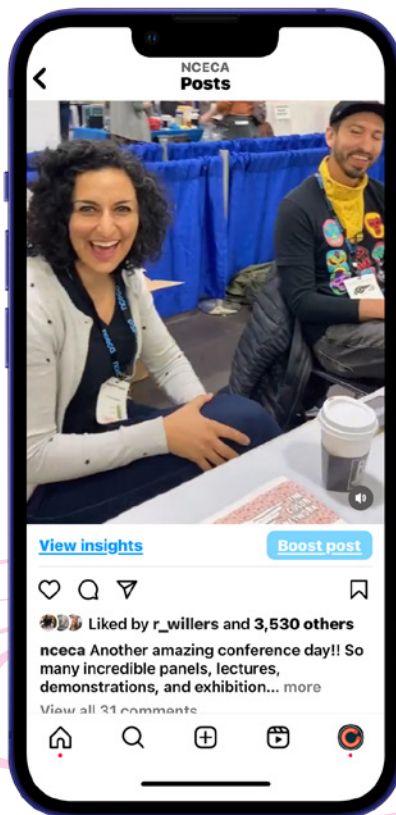
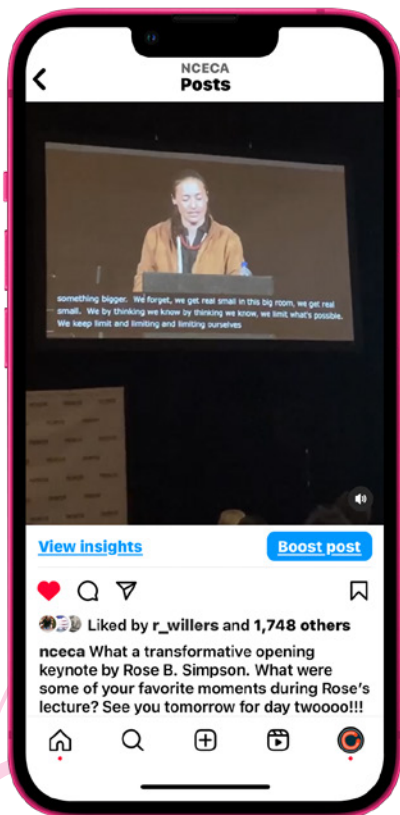
# Social Network Impressions

# 364,585

## Registered Attendees

# 5,303

over four  
conference  
days\*



\*Data from 2023 conference

PREMIUM SPONSORSHIP

# Gold Package

2 available

- 2025 Entry into drawing for (1) 10' x 10' Booth or Table Space\*
- One 10' x 10' Booth Space
- Print/Digital: Full Page Color Journal Ad
- Print/Digital: Full Page Color Program Guide Ad
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- Onsite: Logo Projection Between Program Sessions
- E-newsletter recognition: Product Image, Description with website link (twice a month for four months)
- Social Media: One each Instagram Stories (52.7K), Facebook Stories (15k), and YouTube Post (7k)
- Social Media: One Instagram LIVE Session 30-Minute Live
- Mobile App: Sponsor Listing
- Mobile App: One Banner Ad
- Mobile App: Three Push Notifications
- Website: Large Logo on Sponsor Page

Value: \$18,000

**LIMITED TIME OFFER**  
**\$12,400**

Reservations, payment, and artwork are due by  
**November 17, 2023**

\*One winner will be selected at random from all eligible participating Gold, Silver and Bronze sponsors and contacted prior to the 2025 Conference.



James C. Watkins

PREMIUM SPONSORSHIP

# Silver Package

3 available

- 2025 Entry into drawing for (1) 10' x 10' Booth or Table Space\*
- One 10' x 10' Booth Space
- Print/Digital: 1/2 Page Color Journal Ad
- Print/Digital: 1/2 Page Color Program Guide Ad
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- Onsite: Logo Projection Between Program Sessions
- E-newsletter recognition: Logo Only  
(twice a month for two months)
- Mobile App: Sponsor Listing
- Mobile App: One Banner Ad
- Mobile App: Three Push Notifications
- Website: Large Logo on Sponsor Page

Value: \$12,625

**LIMITED TIME OFFER**

**\$8,550**

Reservations, payment, and  
artwork are due by  
**November 17, 2023**

\*One winner will be selected at random from all eligible participating Gold, Silver and Bronze sponsors and contacted prior to the 2025 Conference.



Beth Lo

PREMIUM SPONSORSHIP

# Bronze Package

5 available

- 2025 Entry into drawing for (1) 10' x 10' Booth or Table Space\*
- One 10' x 10' Booth Space
- Print/Digital: 1/4 Page Color Journal Ad
- Print/Digital: 1/4 Page Color Program Guide Ad
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- E-newsletter recognition: Logo Only (one time only)
- Mobile App: Sponsor Listing
- Mobile App: One Banner Ad
- Mobile App: One Push Notification
- Website: Large Logo on Sponsor Page

Value: \$9,500

**LIMITED TIME OFFER**

**\$7,450**

Reservations, payment, and artwork are due by **November 17, 2023**

\*One winner will be selected at random from all eligible participating Gold, Silver and Bronze sponsors and contacted prior to the 2025 Conference.



# Conference Bag Sponsorship

1 available

Your logo joins NCECA's artwork on the official bag of the 2024 conference. Visibility doesn't get any better than this!

Carried by thousands of registrants throughout the conference region, your mark will continue to impress after it travels home to communities worldwide.

- High level visibility: Logo on Conference Bags
- Insert In Conference Bags
- E-newsletter recognition: Logo Only (twice a month for two months)
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- Onsite: Logo Projection Between Program Sessions
- Website: Large Logo on Sponsor Page

Value: \$15,250

**LIMITED TIME OFFER**  
**\$10,480**

Reservations, payment, and insert samples are due by **February 16, 2024**





PROGRAMMING SPONSORSHIP PACKAGES

# Co-Host 2024 New Attendee Session 2 available

Did you know that often, **more than 30% of NCECA conference attendees** are joining us for the first time? Make a great first impression on emerging leaders in ceramic art, teaching, and learning by offering a gift or unique product sample and telling them about it at this highly anticipated session. As a co-host, you get a **product placement opportunity and 3 minutes to describe your company, school, organization, and your products, programs, and services.** This session takes place on Wednesday afternoon, prior to the opening ceremonies. As a sponsor of this session, you will work closely and directly with NCECA's Managing Director of Marketing and Communications to prepare for the event.

Value: \$5,000

**LIMITED TIME OFFER**

**\$4,600**

Reservations and payment are due by **November 17, 2023**



PROGRAMMING SPONSORSHIP PACKAGES

# Keynote Sponsorship

2 available

- Print/Digital: 1/2 Page Color Journal Ad
- Print/Digital: 1/4 Page Color Program Guide Ad
- E-newsletter recognition: Logo Only (one time only)
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- Onsite: Signage or Logo Projection during Live Event
- Mobile App: Sponsor Listing
- Mobile App: One Push Notification
- Website: Large Logo on Sponsor Page

Value: \$7,000

**LIMITED TIME OFFER**

**\$5,700**

Reservations, payment, and artwork are due by **November 17, 2023**



Dolores Huerta

PROGRAMMING SPONSORSHIP PACKAGES

# Demonstrating Artist Sponsorship

4 available

- Print/Digital: 1/2 Page Color Journal Ad
- Print/Digital: Full Page Color Program Guide Ad
- Onsite: Invitation for Two to Welcome & Recognitions Reception
- Onsite: Logo Projection Prior to Opening Events
- Onsite: Logo Projection Between Program Sessions
- Onsite: Signage or Logo Projection during Live Event
- Mobile App: Sponsor Listing
- Mobile App: Two Push Notifications
- Website: Medium Logo on Sponsor Page

Value: \$9,000

**LIMITED TIME OFFER**

**\$7,200**

Reservations, payment, and artwork are due by **November 17, 2023**



George Rodriguez

PROGRAMMING SPONSORSHIP PACKAGES

# Exhibition Sponsorships

**5 available for each exhibition:**  
NCECA Annual Exhibition  
NCECA Juried Student Exhibition  
Multicultural Fellowship Exhibition

- Print/Digital: 1/2 Page Color Journal Ad
- Print/Digital: 1/2 Page Color Program Guide Ad
- Print/Digital: Exhibition Catalog Recognition
- Mobile App: Sponsor Listing
- Mobile App: One Push Notification
- Website: Medium Logo on Sponsor Page

Value: \$3,600

**LIMITED TIME OFFER**

**\$2,800**

Reservations, payment, and artwork are due by **November 17, 2023**



PROGRAMMING SPONSORSHIP PACKAGES

# Volunteer Sponsorship

5 available

- Print/Digital: 1/4 Page Color Journal Ad
- Print/Digital: 1/2 Page Color Program Guide Ad
- Onsite: Logo Signage in the Volunteer Lounge (Only)
- Mobile App: Sponsor Listing
- Mobile App: One Push Notification
- Website: Small Logo on Sponsor Page

Value: \$3,360

**LIMITED TIME OFFER**

**\$2,600**

Reservations, payment, and artwork are due by **November 17, 2023**



Communications volunteers, Left to Right: Diana Adams, Stephen Phillips, April Adewole, Rich Brown, Greg Hammerly and Curt Hammerly

# À La Carte OFFERINGS

## PRINT/DIGITAL: 2024 NCECA JOURNAL

Inside Front Cover Color Journal Ad

Inside Back Cover Color Journal Ad

Full Page Color Journal Ad

1/2 Page Color Journal Ad

1/4 Page Color Journal Ad

## Member | Non Member

\$1,635 | \$1,965

\$1,635 | \$1,965

\$1,255 | \$1,505

\$815 | \$980

\$495 | \$600

## PRINT/DIGITAL: 2024 NCECA PROGRAM AND EXHIBITION GUIDE

Inside Front Cover Program Color Ad

Inside Back Cover Program Color Ad

Full Page Program Color Ad

2/3 Page Program Color Ad

1/2 Page Program Color Ad

1/4 Page Program Color Ad

\$2,175 | \$2,615

\$2,175 | \$2,615

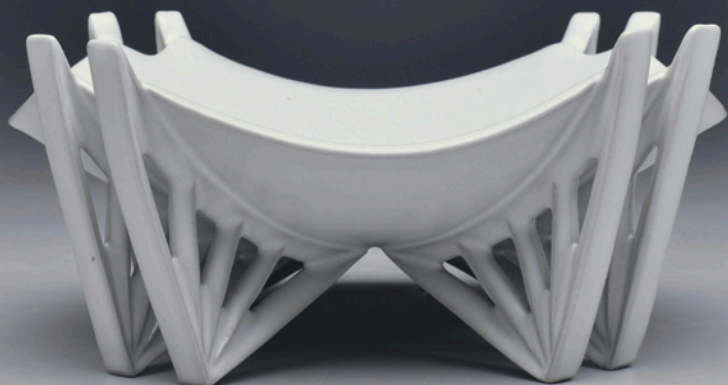
\$1,735 | \$2,085

\$1,095 | \$1,315

\$875 | \$1,055

\$525 | \$625

Reservations, payment, and artwork due by **November 17, 2023**



Kate Bosley Sabin



Sam Chumley

# À La Carte OFFERINGS

## **DIGITAL: MOBILE APP BANNER AD**

**\$1,245 | \$1,500**

3 Banner ads available. Banner ads will rotate at the top of the smartphone screen and are best suited to logos or a limited amount of text.

Reservations, payment, and artwork due by **November 17, 2023**

Prices listed for **Member** | Non Member

## **DIGITAL: MOBILE APP PUSH NOTIFICATION**

**\$500 | \$600**

One-time notification per purchase. 140 characters maximum. A limited number of push notifications will be available per day of the event. Requests for push notifications will be prioritized for those presenting during or as exhibiting as part of the conference program. Push Notifications will be arranged in the conference schedule by conference platform managers.

Reservations, payment, and notification text due by **February 1, 2024**

Prices listed for **Member** | Non Member

## **CONFERENCE BAG INSERT**

**\$690 | \$1,100**

Inserts enclosed in every conference bag are sure to engage your targeted audience as they handle and interact with your message. Ceramic artists, students, and enthusiasts are visual-tactile learners and inserts encourage them to see and touch your promotions

An estimated 5,000 conference bags will be prepared for distribution at registration.

Pieces that may be included: flyers, postcards, cd's, small catalogs (no more than 16 pages and no larger 8½ x 11"), samples weighing no more than 3 ounces.

Pieces stapled together or use of paperclips will not be accepted.

The proposed material is subject to NCECA's approval.

NCECA's drayage company must receive the shipment of approved materials by early February 2024. The exact shipping address will be sent to you upon acceptance.

NCECA will not accept materials shipped to the NCECA office.

Reservations, payment, and sample inserts due by **February 16, 2024**

Prices listed for **Member** | Non Member

# Social And Artistic Good Sponsorships

Businesses and individuals in the conference region can increase their visibility and do good in their communities by providing support to NCECA in a number of areas leading up to and during the conference.

- Transportation and conference day pass scholarships for conference region high school student groups
- Secure space to stage or store exhibition furnishings
- Food and beverage for community gatherings and receptions
- Promotional messaging that advances community awareness of events, exhibitions, and programs.



Tyler Quintin

NCECA recognizes in-kind and monetary sponsors who meet minimum requirements and deadlines in its annual Journal, Program Guide, and conference signage.

If you or your company are interested in providing any of the above to advance NCECA's efforts, please contact NCECA Executive Director, Joshua Green at [josh@nceca.net](mailto:josh@nceca.net).



# Reserve Now!

Opportunities are limited. Reserve yours today!

Reservations & payments can be made through the NCECA online store at [nceca.net](http://nceca.net).

If you have questions or concerns, please contact Edith Garcia at [communications@nceca.net](mailto:communications@nceca.net).

## DEADLINES for PREMIUM SPONSORSHIP PACKAGES

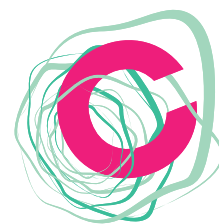
Reservation/Payment for Gold Package	November 17, 2023
Reservation/Payment for Silver and Bronze Packages	November 17, 2023
Artwork for Conference Program & Exhibitions Guide	November 17, 2023
Artwork for Journal print ads	November 17, 2023
Reservations/Payment/Artwork for Mobile App Banner ads	November 17, 2023
Reservations/Payment/Text for Push Notifications	February 1, 2024

## DEADLINES for PROGRAMMING PACKAGES

Reservation/Payment for Demonstrating Artist Sponsorship	November 17, 2023
Reservation/Payment for Keynote Sponsorship	November 17, 2023
Reservation/Payment for Exhibition Sponsorships	November 17, 2023
Reservation/Payment for Volunteer Sponsorship	November 17, 2023

## DEADLINES for À LA CARTE OFFERINGS

Artwork for Conference Program & Exhibitions Guide	November 17, 2023
Artwork for Journal print ads	November 17, 2023
Reservations/Payment/Artwork for Mobile App Banner ads	November 17, 2023
Reservations/Payment/Text for Push Notifications	February 1, 2024
Reservations/Payment/samples for Conference Bag Inserts	February 16, 2024



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made through the NCECA online  
store at [nceca.net](http://nceca.net)

Contact Edith Garcia at  
[communications@nceca.net](mailto:communications@nceca.net)  
for more information.

