



Rural Community Assistance Partnership

Dear Partner,

As RCAP's 2024 National Conference approaches – October 22-24 in LaVista, Omaha, NE – we invite you to lend your support by serving as a sponsor of this important week. This year's conference theme, **Rural is Resilient**, speaks to the fact that communities across rural America are thriving places rich with natural beauty and resources, strong relationships, and blossoming local innovation and industry.

We know from our work, however, that many rural places still need help in the face of decades of underinvestment, gaps in local capacity and workforce, environmental justice challenges, and threats from natural disasters. At the root of any thriving community is sound infrastructure that families and businesses can rely on – from water and waste disposal systems that are building blocks for society, to local job opportunities, functioning roads and bridges, and community facilities serving residents.

Helping rural communities pursue solutions to fund, repair, operate, maintain, and sustain this backbone of infrastructure is where RCAP has worked for the past 50 years. We carried this out in 2,000 communities, ultimately benefiting four million rural neighbors in Fiscal Year 2023. RCAP's National Conference serves to enhance this work, as it provides the opportunity for technical assistance providers and industry partners to build skills and knowledge, connect and share best practices, and raise awareness among stakeholders on issues and resources impacting rural communities.

Following our largest conference ever in 2023, we anticipate more than 300 attendees this year including providers from across our network, federal agency representatives, private funders investing in rural, and nonprofit and for-profit firms serving the sector. This year's sponsorship and exhibitor levels range from \$1,500 - \$50,000 and offer various benefits to fit your needs, while allowing you to be an ally to rural America, connect with attendees from across the nation, and share important tools and services you have to offer to rural and Tribal communities.

Please review our attached prospectus and consider how sponsoring or exhibiting can fit within your institution's goals and budget this year. RCAP's staff are ready to answer any questions you might have and explore ways we can help make this a valuable experience.

We hope you will partner with RCAP as a 2024 conference sponsor or exhibitor. In considering this request, please know that we are grateful in advance – we look forward to celebrating this October with our sponsors and helping showcase their contributions to important work in rural America!

Sincerely,

Olga Morales Pate, *Chief Executive Officer*

Ted Stiger, *Chief External Affairs & Policy Officer*

Sarah Buck, *Chief Programs Officer*

Lisa Fought, *Associate Director of Training & Events*