



Sponsor + Exhibitor Prospectus

October 24, 2022 & October 25, 2022

Ambassador Banquet & Conference Center
7794 Peach Street, Erie, PA 16509

About The Nonprofit Partnership

The Nonprofit Partnership is the region's most trusted resource for information, education, and best practices for nonprofits. We serve more than 400 member organizations with a robust menu of programming designed to help them go further and reach higher.

In addition to our annual conference, now in its 21st year, we host dozens of workshops, forums, clinics, one-on-ones, and intensive trainings throughout the year, many of which are offered in collaboration with sector leaders and subject matter experts. We also have a vibrant online presence which includes our email newsletter, the Nonprofit Insider; a job board; a blog, hosted on our website at YourNPP.org; an extensive resource library; a help desk portal; and much more. We also support our membership by providing countless consultations each year on topics ranging from governance and strategy to marketing, fundraising, and operations—and everything in between.

Keystone Nonprofit Conference Details

Monday, October 24: The Pre-Conference

Tuesday, October 25: The Main Event

Both Monday and Tuesday will be in-person conference offerings.

Contact

Ellen Kehl

Director of Member Engagement & Education

The Nonprofit Partnership

ekehl@yournpp.org

(814) 240-2490 x 5

About the Keystone Nonprofit Conference

The Main Event: Tuesday, October 25, 2022

The Keystone Nonprofit Conference, formerly Nonprofit Day, is the premier professional conference for nonprofit staff and leadership in the Lake Erie region.

The 2022 Keystone Nonprofit Conference will feature high-caliber breakout sessions in various categories: fundraising; marketing and communications; management and leadership; DEI; governance; and more. Plus, we're bringing in two fantastic keynote speakers to share their insights on the sector with our attendees.

To be the first to know about this year's speaker lineup and to stay up-to-date on all things Keystone, sign up for our conference mailing list [here!](#)

The Pre-Conference: Monday, October 24

2021 was our first year that we offered pre-conference intensives. We're not stopping now! Monday registrants will be able to choose from three intensive tracks for a deep dive into their preferred topic.



Who Attends Keystone?

In 2021, The Nonprofit Partnership re-convened for an in-person offering (after an online-only Summit in 2020). We were excited to see 257 attendees representing 102 nonprofit organizations back in action!

257 conference attendees

102 nonprofits represented

187 nonprofit sector attendees

70 private sector attendees



Attendees are Influential

Nonprofit Attendees' Titles

27% 9% 16% 12% 6% 23%

Executive Director or CEO Vice President Director Manager Board Member Other

A significant proportion of attendees at KeyCon held leadership positions at their organizations. 27% of attendees were Executive Directors or CEOs, 9% were Vice Presidents, and 16% were Directors. Another 6% were Board members.

Taken together, 58% of attendees held senior leadership roles at their organizations

58%

attendees in senior leadership positions at their organizations

Attendees are Diverse

Nonprofit Attendees Organizations' Cause Areas

30% 17% 12% 11% 5% 25%

Human Services Education Community Development Health Arts, Culture, and Humanities Other

As with previous events, a wide array of organizational cause areas were represented at the 20th annual Keystone Nonprofit Conference.

Human Services was the best-represented cause area at 30% of attendees' organizations, followed by Education at 17% and Community Development at 12%. Health came in at 11%; Arts, Culture, and Humanities accounted for 5%; and Other comprised the remaining 25%.

Sponsor & Exhibitor Opportunities

~~EXHIBITOR~~ sold out!

~~\$600~~

Before the Conference

- Recognition of your company on the conference website
- At least one mention of your company in promotional posts on The Nonprofit Partnership's social channels
- Recognition of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and/or confirmed attendee emails

Tuesday, October 25th

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Listing of your company on the Exhibitor Card; see the Glossary for more details
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details

Additional

- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

FRIEND SPONSOR

\$1,500

Before the Conference

- Recognition of your company on the conference website
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels
- Recognition of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees
 - **Sponsorship must be confirmed by September 9, 2022

Tuesday, October 25th

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

Additional

- Four complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within

BENEFITS CONTINUED ON NEXT PAGE →

two business days of the conclusion of the conference; email addresses are not provided

- A social media toolkit to help your company promote its conference participation

PREMIER SPONSOR

\$2,750

Before the Conference

- Recognition of your company on the conference website
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels
- The opportunity to submit a short company-produced video to be featured on The Nonprofit Partnership's social channels
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels
- Recognition of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and/or confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees
 - **Sponsorship must be confirmed by September 9, 2022
- The opportunity to publish a blog post on YourNPP.org prior to the conference, topic and content to be discussed

Tuesday, October 25th

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details

BENEFITS CONTINUED ON NEXT PAGE →

- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

Additional

- Eight complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

~~OPENING KEYNOTE SPONSOR~~ – Claimed!

~~\$2,750~~

Before the Conference

- Recognition of your company on the conference website
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels
- Recognition of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and/or confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees
 - **Sponsorship must be confirmed by September 9, 2022

Tuesday, October 25th

- The opportunity to introduce the Opening Keynote speaker and share brief opening remarks with attendees (maximum of five minutes)
- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote

BENEFITS CONTINUED ON NEXT PAGE →

- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

Additional

- Six complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees, to be provided within two business days of the conclusion of the conference; email addresses are not provided
- A social media toolkit to help your company promote its conference participation

~~MID-DAY KEYNOTE SPONSOR~~ — Claimed!

~~\$2,750~~

Before the Conference

- Recognition of your company on the conference website
- One sponsor highlight (a dedicated post promoting your company's KeyCon participation) on The Nonprofit Partnership's social channels
- At least three mentions of your company in promotional posts on The Nonprofit Partnership's social channels
- Recognition of your company in email marketing communications across The Nonprofit Partnership's Nonprofit Insider email newsletter, prospective attendee emails, and/or confirmed attendee emails
- Recognition of your company in at least one direct mail promotion sent to prospective conference attendees
 - **Sponsorship must be confirmed by September 9, 2022

Tuesday, October 25th

- The opportunity to introduce the Opening Keynote speaker and share brief opening remarks with attendees (maximum of five minutes)

BENEFITS CONTINUED ON NEXT PAGE →

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
- Recognition of your company on tabletop signage during breakfast and lunch
- Recognition of your company on screens in the Ballroom prior to the Opening Keynote and Mid-Day Keynote
- Recognition of your company on screens in breakout rooms before the beginning of each session
- The opportunity to contribute a small promotional item to attendees' conference bags; please see the Glossary for more details
- Listing of your company on the Exhibitor Card; see Glossary for more details
- The opportunity to provide a prize for the Exhibitor Card drawing; winners will be selected at the conference reception

Additional

- Six complimentary attendee registrations, either to be used by staff of your company or to be awarded to the nonprofit of your choosing
- One unique unlimited-use 20% off discount code to share with your constituents
- A mailing list that includes names, titles, organizations, and mailing addresses for all conference attendees -- email addresses are not provided
- A social media toolkit to help your company promote its conference participation

PRE-CONFERENCE SPONSORSHIP

Please reach out to Ellen Kehl, Director of Member Engagement & Education, to discuss pre-conference sponsorship opportunities. Ellen can be reached at ekehl@yournpp.org or at (814) 240-2490 x 5.



Agenda

Tuesday, October 25, 2022

Time	Activity
7:30 AM to 9:00 AM	Registration + Exhibit Hall + Breakfast
9:00 AM to 10:00 AM	Opening Keynote
10:00 AM to 10:30 AM	Exhibit Hall + Break
10:30 AM to 11:30 AM	Breakout Sessions
11:30 AM to 11:45 AM	Exhibit Hall + Break
11:45 AM to 12:45 PM	Breakout Sessions
12:45 PM to 2:00 PM	Mid-day Keynote + Lunch
2:00 PM to 2:15 PM	Exhibit Hall + Break
2:15 PM to 3:30 PM	Breakout Sessions
3:30 PM to 3:45 PM	Exhibit Hall + Break
3:45 PM to 4:45 PM	Breakout Sessions
4:45 PM to 5:30 PM	Reception

The agenda above is subject to change.

Glossary

Exhibitor Pass

A type of registration that provides company representatives that are staffing Exhibitor spaces access to *some* parts of the conference, including:

- The Exhibit Hall
- Breakfast, lunch, and the reception

An exhibitor pass is not the same as an attendee registration; however, staff with exhibitor passes may purchase conference registrations at a deeply discounted rate in order to gain access to breakout sessions or they may use registrations provided to their company as a part of the company's sponsorship.

Attendee Registration

A type of registration that provides full access to the *entire* conference, including:

- The Exhibit Hall
- Breakfast, lunch, and the reception
- Breakout sessions

Exhibitor Card

The Exhibitor Card is a part of a popular conference promotion that's a fun cross between bingo and a scavenger hunt.

Here's how it works: attendees receive Exhibitor Cards in their conference bags when they enter the venue. Each Exhibitor Card has every conference Exhibitor's name listed. For attendees, the object of the game is to get a signature from a certain number of Exhibitors.

Once they've won the requisite signatures, they can then enter their Exhibitor Card into the Exhibitor Card Drawing for a chance to win one of several prizes.

Exhibitor Card Drawing

The Exhibitor Card drawing takes place at the conference reception. Attendees' Exhibitor Cards will be drawn from a ballot box. When a Card is drawn, the winner's name will be announced and they'll be invited to choose a prize from the prize table. It's that simple!

Exhibitor Card Drawing Prize

Sponsors are invited—and encouraged—to provide prizes for the Exhibitor Card drawing, but we do have a few guidelines we'd like you to keep in mind when selecting prizes to share:

- Prizes are meant to be enjoyed by individual attendees, not their employers
- **We will not accept coupons, vouchers for free consultations, free business services packages, or other similar items as prizes**
- Examples of previous prizes include gift cards, Bluetooth speakers, Google Homes, and Kindles

Conference Bag

All attendees receive a conference bag at check-in. Each bag contains a program book, an Exhibitor Card, and goodies from our sponsors and exhibitors!

Giveaway

If you'd like to include a giveaway in attendees' conference bags, please ensure the item is compact and lightweight.

We will not accept any printed collateral (flyers, brochures, booklets, etc.) as a giveaway for attendees' conference bags; instead, please display printed materials at your Exhibitor space.

Mailing List

A mailing list is a list sent to sponsors and exhibitors within two business days of the conclusion of the conference. This list includes attendees' names, titles, organizations, and organizational mailing addresses. **Please note that we do not share attendees' email addresses with our corporate partners.**

FAQs

GIVEAWAYS

I want to provide a giveaway for attendees' conference bags. Are there any guidelines I should be aware of?

If you'd like to include a giveaway in attendees' conference bags, please ensure the item is compact and lightweight.

We will not accept any printed collateral (flyers, brochures, booklets, etc.) as a giveaway for attendees' conference bags; instead, we invite you to display printed materials at your exhibitor table.

How many giveaways should I plan to share?

Please plan to provide 300 giveaway items.

What's the deadline for providing my giveaways?

Giveaways must be delivered to The Nonprofit Partnership's offices (609 Walnut Street, Erie, PA 16502) by **Friday, October 14, 2022, 4:30 PM Eastern.**

Items delivered after this deadline will not be included in attendees' conference bags.

EXHIBITING

What is the set-up like?

Tables are 6ft in length with a white linen and two chairs. Let us know if additional accommodations are needed.

How exactly is an exhibitor pass different than a conference registration?

Exhibitor passes grant entrance into the Exhibitor Hall, breakfast, lunch, and the reception. Exhibitor passes do not allow pass holders to enter breakout sessions.

I'm an Exhibitor and I want to attend breakout sessions. How can I make this happen?

For exhibitor representatives of sponsoring companies:

- 1.) Register for the conference using the conference registration code provided to get access to breakout sessions for free or 2.) purchase additional registrations using the discount code provided to access member pricing

For Exhibitors:

Register for the conference using a discount code provided to access member pricing.