



KEYSTONE

NONPROFIT CONFERENCE

Sponsor + Exhibitor Prospectus

Ambassador Conference Center
7794 Peach Street, Erie, PA 16509

Pre-Conference: Monday, October 23rd
Main Event: Tuesday, October 24th

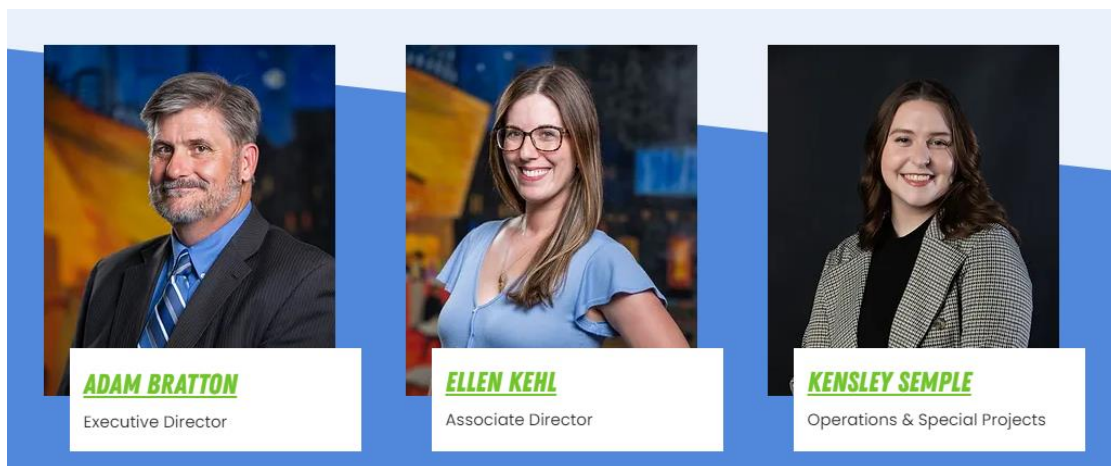
 The Nonprofit Partnership



About The Nonprofit Partnership

The Nonprofit Partnership (NPP) 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.

Our mission is to advance the nonprofit sector by promoting best practices, fostering connections, and celebrating excellence.



Our vision is to create a stronger, healthier, and more vibrant community through an empowered nonprofit sector.

In addition to our annual conference, now in its 22nd year, we host various formats of programming opportunities 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. **Learn more and connect with us at YourNPP.org.**



Keystone Nonprofit Conference Details

Monday, October 23, 2023: The Pre-Conference

Tuesday, October 24, 2023: The Main Event

Both Monday and Tuesday will be in-person conference offerings at the Ambassador Banquet & Conference Center in Erie, PA.

Contact



Ellen Kehl

Associate Director, The Nonprofit Partnership

ekehl@yournpp.org

About the Keystone Nonprofit Conference

The Main Event: Tuesday, October 24, 2023

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

The 2023 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 23, 2023

Monday registrants will be able to choose from three intensive tracks for a deep dive into their preferred topic.

Who Attends Keystone?

We were excited to convene with the nonprofit community and supporters in a new venue for 2022. The Ambassador Banquet & Conference Center ended up being the perfect fit for educational and networking purposes!

250+ conference attendees

90+ nonprofit organizations represented

150+ nonprofit sector attendees

75+ private sector attendees

Attendees are Influential

Nonprofit Attendees' Titles:

- Executive Director | CEO | President – 29%
- Vice President – 6%
- Chief Officer (HR, Fundraising, etc.) – 4%
- Director – 18%
- Manager – 9%
- Board Member – 4%

Taken together, 70% of nonprofit attendees held senior leadership roles at their organizations.

Attendees are Diverse

- Animals: 7%
- Arts, Culture, Humanities: 6%
- **Community Development: 16%**
- **Education: 18%**
- Environment: 3%
- Health: 9%
- Human and Civil Rights: 3%
- **Human Services: 36%**
- Religion: 2%

As with previous events, a wide array of organizational cause areas were represented at the 21st annual Keystone Nonprofit Conference.

Attendees Have Great Things to Say!

Quotes taken from the 2022 Keystone Nonprofit Conference Feedback Survey:

"LOVED the exhibitors this year!!! There was a fantastic variety and they were targeted toward several roles within the agency."

"Really blown away this year by the conversations and overall friendliness of every one of the vendors! Great giveaways too!"

"I always leave the event feeling more confident and refreshed!"

When asked what they liked best about KeyCon 2022, attendees said...

"The new venue is more intimate, which made spontaneous meetings and connections more likely."

"The networking opportunities are awesome. I should have brought more business cards."

"It was so very well-organized. I liked the variety of content and the variety of vendors this year. And... the food was a big bonus!"

"The opportunity to get out of my office for a day, collaborate with colleagues, and get professionally refreshed/reinvigorated. I look forward to KeyCon every year."

Sponsor & Exhibitor Opportunities

EXHIBITOR

\$650

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

Main Event: Tuesday, October 24th

- One in person exhibitor table and two exhibitor passes, which include access to the Exhibit Hall, meals, and access to the conference reception
 - **Please note – you must commit to having at least one representative present throughout the entire day.**
- 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

\$1,650

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
- Multiple 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 August 25, 2023

Main Event: Tuesday, October 24th

- 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 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

\$2,850

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
- Multiple 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 August 25, 2023
- The opportunity to publish a blog post on YourNPP.org prior to the conference, topic and content to be discussed

Main Event: Tuesday, October 24th

- 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, 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 (1)~~ **SOLD!**

\$3,000

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
- Multiple 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 August 25, 2023

Main Event: Tuesday, October 24th

- 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
- 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 (1)~~ **SOLD!**

\$3,000

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
- Multiple 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 August 25, 2023

Main Event: Tuesday, October 24th

- 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
- 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

RECEPTION SPONSOR (1) SOLD!

\$2,250

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
- Multiple 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 August 25, 2023
- The opportunity to submit a short company-produced video to be featured on The Nonprofit Partnership's social channels

Main Event: Tuesday, October 24th

- The opportunity to announce the prizes during the Exhibitor Card drawing
- 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 tabletop signage during the Reception
- 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
- 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

Tentative Agenda

Tuesday, October 24

- 7:30 AM – 9:00 AM: Registration, exhibit hall, and breakfast
- 9:00 AM – 10:00 AM: Morning Keynote Address
- 10:00 AM – 10:15 AM: Break
- 10:15 AM – 11:15 AM: Breakout sessions (5)
- 11:15 AM – 11:30 AM: Break
- 11:30 AM – 12:45 PM: Breakout sessions (5)
- 12:45 PM – 1:00 PM: Break
- 1:00 PM – 2:00 PM: Lunch & Midday Keynote Address
- 2:00 PM – 2:15 PM: Break
- 2:15 PM – 3:30 PM: Breakout sessions (5)
- 3:30 PM – 3:45 PM: Break
- 3:45 PM – 4:45 PM: Breakout sessions (5)
- *NEW! 2:15 PM – 4:45 PM: Deep dive sessions (2)
- 4:45 PM – 5:45 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, Amazon products, 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 250 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 13, 2023, 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 linen and two chairs.

Let us know if additional accommodations are needed (including things like need for electricity, size of display, etc.).

