

19<sup>TH</sup> ANNUAL NONPROFIT DAY CONFERENCE

# SPONSOR & EXHIBITOR PROSPECTUS

# OVERVIEW

---

## Nonprofit Day

Nonprofit Day is a full-day educational conference for nonprofit staff and volunteer leadership that attracts **more than 300 attendees** each year. This annual event provides a much-needed opportunity for the nonprofit community to come together to learn how to advance their organizations and the nonprofit sector. Keynotes and sessions throughout the day follow four thematic tracks: management, governance, fundraising, and communications.

The 19<sup>th</sup> annual Nonprofit Day will take place on **Tuesday, October 29, 2019** at the Bayfront Convention Center in Erie, PA.

Nonprofits are one of any community's greatest assets – we hope you'll help us invest in these assets by supporting Nonprofit Day.

## About The Nonprofit Partnership

The Nonprofit Partnership is a membership-based organization that provides a wide array of program and support services to more than 350 member nonprofits. Our mission is to enhance the management and governance of regional nonprofit organizations through capacity-building programs and services.



## Nonprofit Day Details

**October 29, 2019**

7:30 a.m. to 5:45 p.m.

The Bayfront Convention Center

1 Sassafras Pier

Erie, PA 16507

## Contact

Erin Yates

Operations & Special Projects Manager

(814) 240-2490 ext. 3

[eyates@yournpp.org](mailto:eyates@yournpp.org)

# DEMOGRAPHICS

---

## Attendees

Supporting Nonprofit Day as a sponsor or exhibitor gives you face-to-face access to hundreds of nonprofit industry decision-makers. In 2018, 21% of attendees were Executive Directors or CEOs and 29% of attendees held Chief-, Vice President-, or Director-level titles. Taken together, **exactly half of all attendees occupied executive-level staff positions within their organizations.**

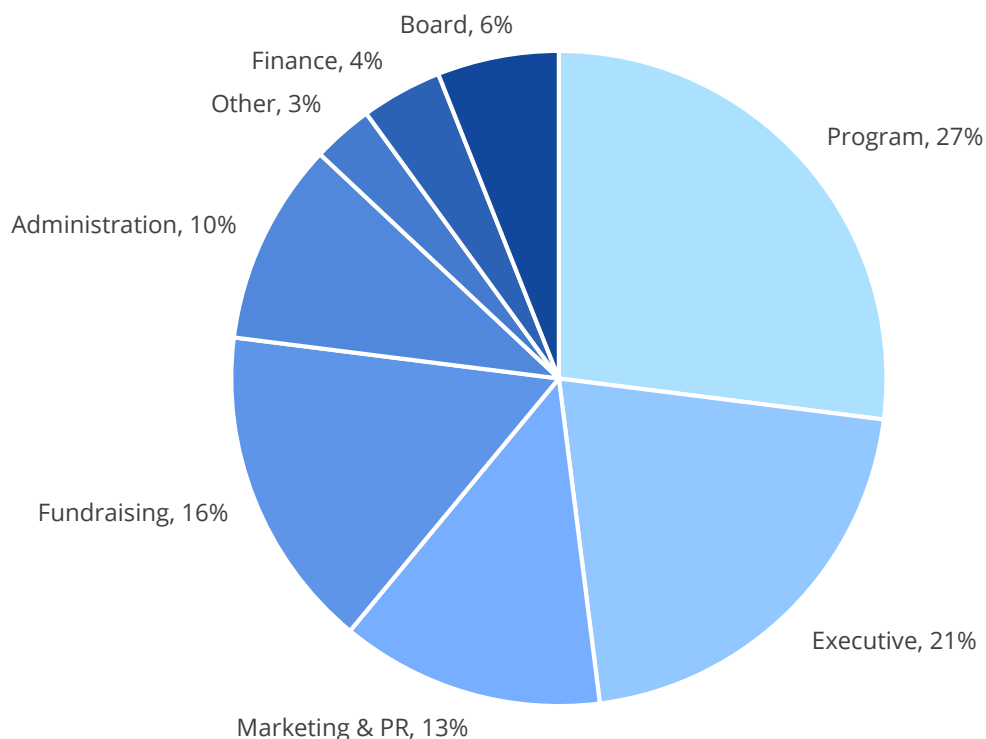
**21%** of attendees what were  
**Executive Directors or CEOs**

**29%** of attendees that held  
**Chief-, Vice President-, or Director-level titles**

So what? Directors and CEOs are often the staff members making purchasing decisions. These are the two most important groups of people for your company to reach!

Attendees at Nonprofit Day also come from a wide range of specialties, as illustrated in the chart below. In 2018, slightly more than one quarter of attendees were program staff. Executive Directors and CEOs, marketing and PR staff, and fundraisers were also very well represented.

Attendees at Nonprofit Day 2018 by Department



# SPONSOR & EXHIBITOR BENEFITS

---

## Popular Packages

---

### Friend of Nonprofit Day Sponsor

**\$1,000**

*A sponsorship of Nonprofit Day. This opportunity includes:*

- Recognition in print and online as a Friend of Nonprofit Day Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Signage recognizing your company as a Friend of Nonprofit Day Sponsor displayed throughout the event
- Recognition in opening comments of your company as a Friend of Nonprofit Day Sponsor
- Opportunity to place an item in conference attendees' swag bags
- One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing
- Complimentary conference registrations for two people
- Reserved seating at the front of the ballroom for breakfast and lunch
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference

Become a Patron level Associate Member of The Nonprofit Partnership and get a Friend of Nonprofit Day Sponsorship free of charge as a part of your membership! Visit <https://bit.ly/2GSDff6> for more information.

### Exhibitor

**\$450**

*Exhibiting at Nonprofit Day will give you face-to-face access to hundreds of decision-makers from nonprofits across the region. This opportunity includes:*

- Recognition in print and online as an Exhibitor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Exhibit space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing
- Opportunity to place an item in conference attendees' swag bags
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference

## Premier Event Sponsor

**\$2,000**

*A premium sponsorship of Nonprofit Day. This opportunity includes:*

- Special recognition in print and online as a Premier Event Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Signage recognizing your company as a Premier Event Sponsor displayed throughout the event
- Recognition in opening comments of your company as a Premier Event Sponsor
- One Session Sponsorship – see the Session Sponsorship benefit listing for details
- Opportunity to place an item in conference attendees' swag bags
- One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing; winners will be drawn at the conference reception
- Complimentary conference registrations for four people
- Reserved seating at the front of the ballroom for breakfast and lunch
- List of conference attendees, name, organization, title, and mailing address, provided after the conference

Become a Champion level Associate Member with The Nonprofit Partnership and get a Premier Event Sponsorship free of charge as a part of your membership. Visit <https://bit.ly/2GSDff6> for more information.

## Luncheon Keynote Sponsor

**\$1,500**

*An exclusive sponsorship of the Luncheon Keynote. This opportunity includes:*

- Recognition in print and online as the sponsor of the Luncheon Keynote, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Signage recognizing your company as the Luncheon Keynote Sponsor displayed throughout the ballroom
- Recognition in opening comments of your company as the Luncheon Keynote Sponsor
- Opportunity to introduce the Luncheon Keynote speaker and share brief opening remarks with attendees
- Opportunity to place an item in conference attendees' swag bags
- One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing
- Reserved seating at the front of the ballroom for breakfast and lunch
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- Complimentary conference registrations for two people

## Opening Keynote Sponsor

**\$1,000**

*An exclusive sponsorship of the Opening Keynote and breakfast. This opportunity includes:*

- Recognition in print and online as the sponsor of the Opening Keynote and breakfast, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Signage recognizing your company as the Opening Keynote Sponsor displayed throughout the ballroom
- Recognition in opening comments of your company as the Opening Keynote Sponsor
- Opportunity to introduce the Opening Keynote speaker and share brief remarks with attendees
- Opportunity to place an item in conference attendees' swag bags
- One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing
- Reserved seating at the front of the ballroom for breakfast and lunch
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- Complimentary conference registrations for two people

## Reception Sponsor

**\$1,000**

*An exclusive sponsorship of the Nonprofit Day conference reception, to take place immediately following the conference. This opportunity includes:*

- Recognition in print and online as the sponsor of the reception, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Signage recognizing your company as the sponsor of the reception displayed throughout the reception area
- Recognition in opening comments of your company as the sponsor of the reception
- Opportunity to place an item in conference attendees' swag bags
- One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for staff stationed at the Exhibitor table
- Opportunity to provide a prize for our Passport drawing
- Reserved seating at the front of the ballroom for breakfast and lunch
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- Complimentary conference registrations for two people

## Break Sponsor

**\$550**

*An exclusive sponsorship of the morning and afternoon breaks between sessions at Nonprofit Day. This opportunity includes:*

- Recognition in print and online as the Break Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Opportunity to provide a prize for our Passport drawing
- Signage recognizing your company as the Break Sponsor
- Opportunity to display marketing materials during breaks
- Opportunity to place an item in conference attendees' swag bags

## Session Sponsor

**\$350**

*An exclusive sponsorship of one session of your choosing at Nonprofit Day. This opportunity includes:*

- Recognition in print and online as a Presentation Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
- Opportunity to provide a prize for our Passport drawing
- Opportunity to introduce the session and share brief opening remarks with the session attendees
- Opportunity to display marketing materials in the room during the session
- List of session attendees, with name, organization, title, and mailing address, provided after the conference

(Presentation Sponsorships will be awarded on a first-come, first-served basis. For an up-to-date list of available Session Sponsorships, please contact Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org).)



# CONFERENCE SCHEDULE

---

## Tuesday, October 29, 2019

7:30 a.m. to 8:45 a.m.	Registration, Breakfast, Exhibitor Expo
8:45 a.m. to 10:00 a.m.	Opening Keynote
10:00 a.m. to 11:15 a.m.	Early Morning Sessions
11:15 a.m. to 11:30 a.m.	Exhibitor Expo
11:30 a.m. to 12:45 p.m.	Late Morning Sessions
12:45 p.m. to 2:00 p.m.	Lunch, Midday Keynote, Vendor Expo
2:00 p.m. to 2:15 p.m.	Exhibitor Expo
2:15 p.m. to 3:30 p.m.	Early Afternoon Sessions
3:30 p.m. to 3:45 p.m.	Exhibitor Expo
3:45 p.m. to 4:45 p.m.	Later Afternoon Sessions
4:45 p.m. to 5:45 p.m.	Reception, Exhibitor Expo



# FREQUENTLY ASKED QUESTIONS

Take a moment to look over some of our frequently asked questions below. Don't see your question here? No problem! Email Erin at [eyates@yournpp.org](mailto:eyates@yournpp.org).

## What's the Passport drawing?

To further increase attendees' engagement with Exhibitors, we introduced the Passport drawing (formerly known as the Exhibitor Table Contest). Attendees must have their Nonprofit Day Passports stamped by a certain number of Exhibitors in order to enter our Passport drawing. Winners are drawn at the conference reception. All Exhibitors and all Sponsors that choose to have an Exhibitor table are automatically listed on the card. A Passport from Nonprofit Day 2018 is pictured at right.

## What are the restrictions on Passport drawing prizes?

Some examples of past prizes include: a Fitbit, an Echo Dot, an iPad, a Nest home security kit, an Amazon Fire Stick, and a Chromebook. We will **not** accept coupons, vouchers for free consultations, or anything of this nature. **If you are unsure if the prize you would like to offer fits within these guidelines, please contact Erin at [eyates@yournpp.org](mailto:eyates@yournpp.org).**

## What are the restrictions on swag bag items?

Items must be somehow useful in nature, such as note pads, pens, water bottles, USB sticks, etc. **We will not accept promotional flyers, brochures, booklets, or any other printed advertising collateral as a swag bag item.** Swag bag items should be

**PASSPORT CARD**

Get a stamp from 10 or more Exhibitors to be entered to win one of several prizes! Deposit your completed card at The Nonprofit Partnership's table by 4:30 PM to enter. The prize drawing will take place at the reception. Winners must be present to claim prizes.

		C.H. Reams & Associates
		
		
		
		
		
		
		
		

Print name: Nicole Lees  
Print organization: Americorps VISTA

dropped off at the NPP offices no later than 4:30 p.m. on October 22, 2019. Participants should make approximately 400 promotional items available.

## **What's the difference between an Exhibitor pass and a complimentary conference registration?**

Exhibitor passes are for staff that will be stationed at Exhibitor tables. Exhibitor passes do not allow admission to any educational sessions but do allow representatives of Exhibitors to join other conference attendees at breakfast and lunch.

Complimentary conference registrations offered with the Premier Event and Friend of Nonprofit Day sponsorships allow admission to educational sessions, meals, and all other conference offerings. These conference registrations may be used by staff of the sponsoring company or transferred to a nonprofit of your choice. Those who plan to use these registrations must register online at [www.NonprofitDay2019.org](http://www.NonprofitDay2019.org) by October 10, 2019.

## **I see that the Premier Event and Friend of Nonprofit Day Sponsorships are included as a part of some Associate Memberships. Where can I find more information about this?**

For more information on an Associate Membership with The Nonprofit Partnership, visit <https://bit.ly/2GSDff6>.

## **I'd love to support Nonprofit Day as a Sponsor or Exhibitor, but there's a benefit that I want and don't see included. What can I do?**

For customized recognition opportunities, please contact [eyates@yournpp.org](mailto:eyates@yournpp.org) to discuss how we can accommodate your request!

## **I've identified the opportunity that's right for my company. How can I register to become a Sponsor or Exhibitor at Nonprofit Day?**

Visit our Sponsor and Exhibitor registration page at <https://bit.ly/2rvyZlI> to reserve your spot. From here, you can pay by card or request an invoice.