



SPONSORSHIP PROSPECTUS



What: The 1st Annual Nonprofit Excellence Awards

When: June 25, 2020

Where: The Ambassador Center in Erie, PA

Who: Hosted by The Nonprofit Partnership

ABOUT THE NONPROFIT PARTNERSHIP

The Nonprofit Partnership's mission is to advance the nonprofit sector by promoting best practices, fostering connections, and celebrating excellence.

We offer a wide variety of programming to help nonprofits increase their efficacy, including continuing education workshops, intensive training courses, one-on-one trainings, help desk services, an annual conference, and consultations.

The Nonprofit Partnership is the go-to resource for all things nonprofit management for our **375 member organizations.**

LEARN MORE ABOUT THE NONPROFIT PARTNERSHIP



YOURNPP.ORG



[FACEBOOK](https://www.facebook.com/YOURNPP)



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[GUIDESTAR](https://www.guidestar.org/orgdetails/YOURNPP-131220130.html)

ABOUT THE NONPROFIT EXCELLENCE AWARDS

The Nonprofit Excellence Awards is a program designed to recognize and reward the very best of our nonprofit sector.

On June 25, 2020, we'll honor individuals and organizations with five awards: CEO of the Year, Nonprofit of the Year, the Charles H. Bracken Excellence in Nonprofit Governance Award, Best Place to Work, and Young Professional of the Year.

The Nonprofit Excellence Awards are hosted by The Nonprofit Partnership as a part of **Celebrate Nonprofits Week**, a five-day celebration of nonprofit excellence that promotes best practice in nonprofit management among nonprofit staff and highlights the important role nonprofits play within our communities.

MORE THAN JUST AN AWARDS CEREMONY

Handing out awards is fun, but the Nonprofit Excellence Awards program is about more than that.

In the months leading up to the Nonprofit Excellence Awards Luncheon, The Nonprofit Partnership will use our website, our blog, our social channels, and our much-loved email newsletter, the Nonprofit Insider, to share research, articles, webinars, and original content related to each of the five awards to educate our membership on best practices in executive leadership, management, governance, human resources, and staff development in order to empower them to reach for excellence in these areas.

We'll also host live, in-person programming dedicated to awards topics, available for free to the staff, board members, and volunteers of our member organizations.

Taken together, this means that a veritable buffet of resources and information on best practices will be available to our membership, whether they prefer to join us in person, online, or both!

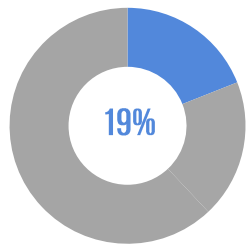
When you support the Nonprofit Excellence Awards, you can feel good about helping to strengthen our nonprofits and our community while reaching a wide audience of nonprofit professionals and community members.

ABOUT OUR MEMBERS

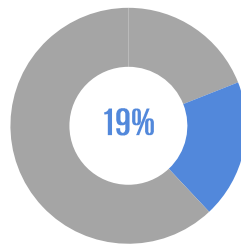
375

Hospitals and Clinics | Colleges and Universities
Schools | Churches | Food Pantries | Museums
Fire Departments | Human Service Agencies
Nursing Homes | Societies and Associations
Theatres | Foundations | Senior Centers
Orchestras | Community Centers
Chambers of Commerce | Emergency Services
and more!

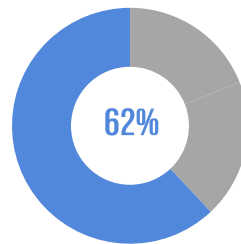
Member Organizations by Annual Operating Budget



\$1 million
or greater

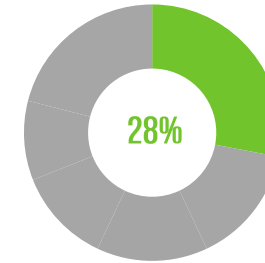


\$250,000 to
\$1 million

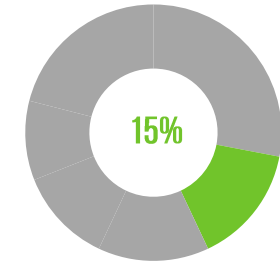


\$250,000 or
less

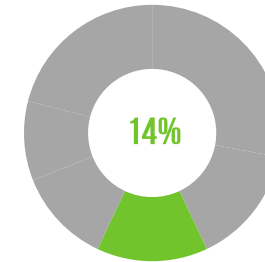
Member Organizations by Cause Area



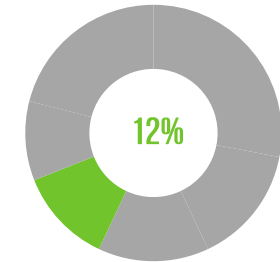
Human Services



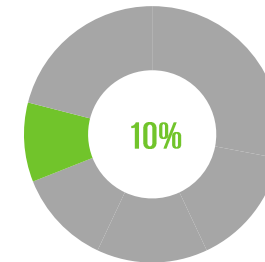
Education



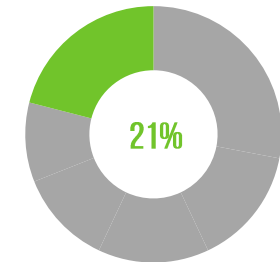
Arts, Culture, Humanities



Community Development

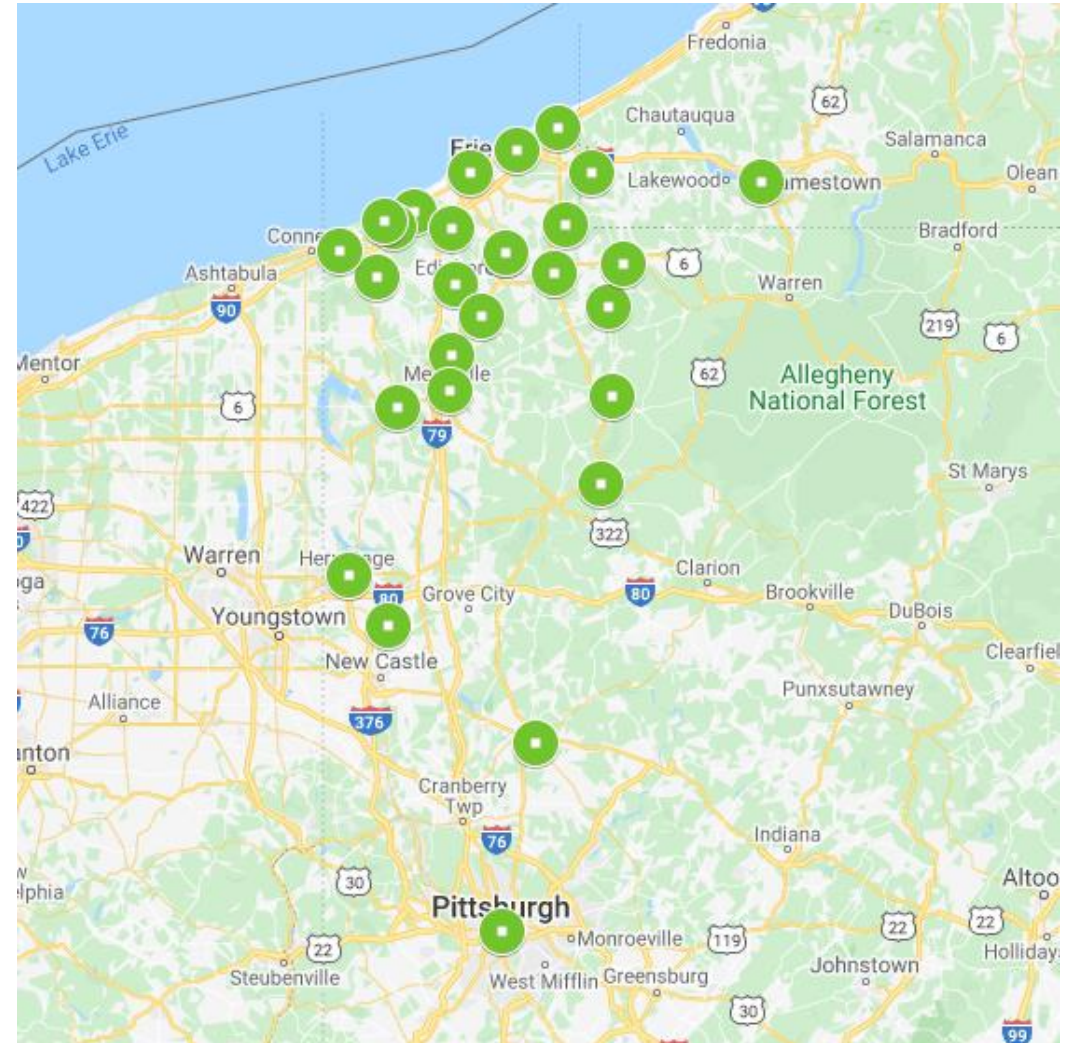


Health



Other

The Nonprofit Partnership has a **significant geographical footprint**, with member organizations in more than **25 communities** throughout our region.



ABOUT OUR CHANNELS



FACEBOOK

1,790
FOLLOWERS



EMAIL

2,836
CONTACTS
+
OPEN & CLICK
RATES WELL
ABOVE
AVERAGE



TWITTER

1,329
FOLLOWERS



YOURNPP.ORG

1,514
UNIQUE VISITORS
PER MONTH*
+
4,375
PAGE VIEWS PER
MONTH*



LINKEDIN

613
FOLLOWERS

EXCELLENCE SPONSOR | \$750 (4 AVAILABLE)

One premium sponsorship of the Nonprofit Excellence Awards. This sponsorship includes:

- Eight seats (one full table) at the Luncheon
- Your company's name and logo featured on tabletop signage at the Luncheon and on projector screens before and during the event
- Your company's name and logo featured in postal mail, email, and social media promotions prior to the event
- Inclusion in the official event press release, to be distributed to various local media outlets prior to the event
- One full-page advertisement (8.5" wide x 7" high) in the event program book
- One sponsor profile, to be shared on The Nonprofit Partnership's digital channels prior to the event
- One opportunity to introduce an award winner at the Luncheon
- One guest blog post on an awards-related topic, to be hosted on YourNPP.org pending NPP approval

CELEBRATION SPONSOR | \$450 (4 AVAILABLE)

One sponsorship of the Nonprofit Excellence Awards. This sponsorship includes:

- Four seats at the Luncheon
- Your company's name and logo featured on tabletop signage at the Luncheon and on projector screens before and during the event
- Your company's name and logo featured in postal mail, email, and social media promotions prior to the event
- Inclusion in the official event press release, to be distributed to various local media outlets prior to the event
- One half-page advertisement (4.25" wide x 7" high) in the event program book

TABLE SPONSORSHIP | \$275

One sponsorship of a table at the Nonprofit Excellence Awards. This sponsorship includes:

- Eight seats (one table) at the Luncheon

FULL PAGE PROGRAM BOOK AD | \$300

One full page advertisement (8 ½ inches wide and 7 inches high) in the event's program book, distributed to all Luncheon attendees

HALF PAGE PROGRAM BOOK AD | \$225

One half page advertisement (4 ¼ inches wide and 7 inches high) in the event's program book, distributed to all Luncheon attendees

CUSTOM RECOGNITION OPPORTUNITIES

Looking to support the Nonprofit Excellence Awards another way?

Contact **Erin Yates** by email at eyates@yournpp.org or by phone at (814) 240-2490 x 3 to discuss custom recognition opportunities for your business.

Erin Yates

Operations & Special Projects Manager

The Nonprofit Partnership

eyates@yournpp.org

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