

19TH ANNUAL NONPROFIT DAY CONFERENCE

SPONSOR & EXHIBITOR PROSPECTUS

OVERVIEW

About 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 & leadership, governance, fundraising, and marketing & communications.

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

Nonprofit Day 2019's theme is "Better Together." Refer to the conference website, NonprofitDay2019.org, for the most up-to-date information on sessions, speakers, and more.

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. The Nonprofit Partnership was established in 2001 as a project of The Erie Community Foundation and later became an independent nonprofit in 2006.



Nonprofit Day Details

October 29, 2019
7:30 AM to 5:45 PM
The Bayfront Convention Center
1 Sassafras Pier
Erie, PA 16507

Sponsor & Exhibitor Contact

Erin Yates
Operations & Special Projects Manager
(814) 240-2490 ext. 3
eyates@yournpp.org

DEMOGRAPHIC INFORMATION



Attendees

Supporting Nonprofit Day as a sponsor or exhibitor gives you face-to-face access to hundreds of nonprofit sector decision makers. In 2018, Nonprofit Day boasted **309 attendees from the nonprofit sector**.

Title

Of these attendees, 21% were Executive Directors or CEOs and 29% 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 that were
**Executive Directors or
CEOs**

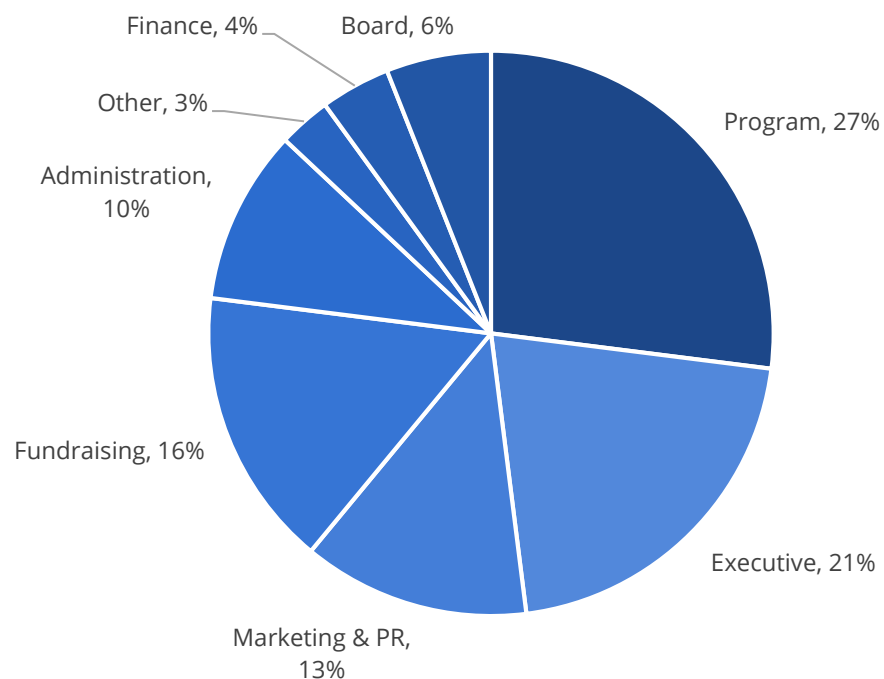
29%

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

Specialty

Attendees at Nonprofit Day also come from a wide range of specialties, as illustrated in the chart at right. 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 Specialty

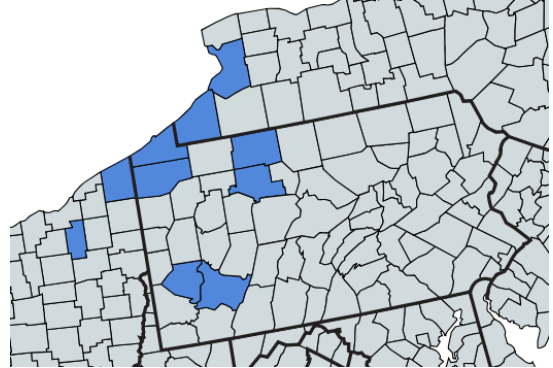


Organizations

Nonprofit Day is attended by a significant number of organizations each year. The 2018 conference was attended by **143 unique organizations**.

Location

Organizations from 10 counties in Pennsylvania, New York, and Ohio were represented at Nonprofit Day 2018. Counties represented include Allegheny County (PA), Ashtabula County (OH), Chautauqua County (NY), Crawford County (PA), Elk County (PA), Erie County (PA), Erie County (NY), McKean County (PA), Summit County (OH), and Westmoreland County (PA).

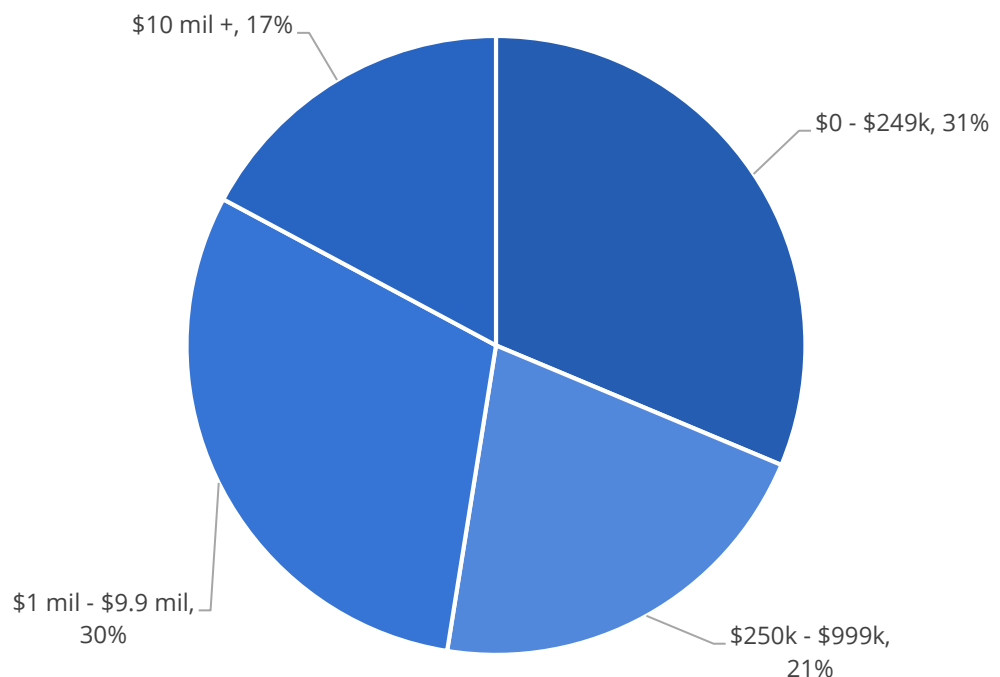


Budget Size

Nonprofit Day attendees come from organizations of all budget sizes. At Nonprofit Day 2018, 31% of organizations represented had budgets between \$0 and \$249,999; 21% had budgets between \$250,000 and \$999,999; 30% had budgets between \$1 million and \$9.99 million; and 17% had budgets of \$10 million or more.

These numbers are largely in line with findings that suggest that the majority of nonprofits nationally have budgets of less than \$1 million per year.

Organizations at Nonprofit Day 2018 by Annual Operating Budget Size



SPONSOR & EXHIBITOR BENEFITS



Popular Packages

Friend of Nonprofit Day Sponsor

\$1,000

A sponsorship of Nonprofit Day. This includes:

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as a Friend of Nonprofit Day sponsor, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
- Signage recognizing your company as a Friend of Nonprofit Day sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to provide a prize for the Exhibitor Card drawing
- Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
- Two complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool

Become a Patron-level Associate Member of The Nonprofit Partnership and receive a Friend of Nonprofit Day Sponsorship as a part of your annual membership! Visit our Associate Membership page on YourNPP.org for more information.

Exhibitor

\$450

An exhibitor space in the vendor area at Nonprofit Day. This opportunity includes:

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as an exhibitor, including on the Nonprofit Day website, in promotional posts on Facebook and Twitter, and in various other locations
- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
- An opportunity to provide a prize for the Exhibitor Card drawing

Premier Event Sponsor

\$2,000

A premium sponsorship of Nonprofit Day. This sponsorship includes:

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as a Premier Event sponsor, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
- Signage recognizing your company as a Premier Event sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- One Session Sponsorship – see the Session Sponsorship benefit listing for details
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to provide a prize for the Exhibitor Card drawing
- Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
- Four complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool

Become a Champion-level Associate Member with The Nonprofit Partnership and receive a Premier Event Sponsorship as a part of your annual membership. Visit our Associate Membership page on YourNPP.org for more information.

Luncheon Keynote Sponsor

\$1,500

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

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as the sponsor of the Luncheon Keynote, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
- Signage recognizing your company as the Luncheon Keynote sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote and in other locations throughout the event
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- Recognition of your company as the Luncheon Keynote sponsor in opening comments
- The opportunity to introduce the Luncheon Keynote speaker and share brief remarks (maximum of five minutes) with attendees
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags

[\(continued →\)](#)

- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to provide a prize for the Exhibitor Card drawing
- Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
- Two complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool

Opening Keynote Sponsor

\$1,000

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

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as the sponsor of the Opening Keynote, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
- Signage recognizing your company as the Opening Keynote sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote and in other locations throughout the event
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- Recognition of your company as the Opening Keynote sponsor in opening comments
- The opportunity to introduce the Opening Keynote speaker and share brief remarks (maximum of five minutes) with attendees
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to provide a prize for the Exhibitor Card drawing
- Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
- Two complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool

Reception Sponsor

\$1,000

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

- A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as the sponsor of the reception, including on the Nonprofit Day website, in direct mail marketing materials for the conference, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
- Signage recognizing your company as the reception sponsor displayed throughout the reception
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- Recognition of your company as the reception sponsor in opening comments
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
- One exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
- An opportunity to provide a prize for the Exhibitor Card drawing
- Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
- Two complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool

Break Sponsor

\$550

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

- Recognition in print and online of your company as the break sponsor, including on the Nonprofit Day website, in email marketing campaigns, in promotional on Facebook and Twitter, and in various other locations
- Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
- Signage recognizing your company as the break sponsor displayed throughout the break area
- An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags

Session Sponsor

\$350

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

- A list of session attendees' names, organizations, titles, and mailing addresses (provided after the conference)
- Recognition in print and online of your company as a Session Sponsor, including on the Nonprofit Day website, in the conference program book, and in various other locations
- An opportunity to introduce the session and share brief opening remarks (maximum of three minutes) with session attendees
- An opportunity to distribute marketing materials to session attendees

(Session 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.)

Ready to secure your spot at Nonprofit Day 2019?

Visit the sponsor & exhibitor registration page on our website! You can choose to pay by check or invoice.

Questions?

Refer to the **Details & FAQs** section at the end of the Prospectus or email Erin Yates at eyates@yournpp.org.

CONFERENCE SCHEDULE



Tuesday, October 29, 2019	
7:30 AM – 8:45 AM	Registration
8:00 AM – 8:30 AM	Speed Networking
8:45 AM – 10:00 AM	Breakfast and Opening Keynote
10:00 AM – 11:15 AM	Breakout Sessions
11:15 AM – 11:30 AM	Exhibitor Fair and Networking
11:30 AM – 12:45 PM	Breakout Sessions
12:45 PM – 2:00 PM	Lunch and Luncheon Keynote
2:00 PM – 2:15 PM	Exhibitor Fair and Networking
2:15 PM – 3:30 PM	Breakout Sessions
3:30 PM – 3:45 PM	Exhibitor Fair and Networking
3:45 PM – 4:45 PM	Breakout Sessions
4:45 PM – 5:45 PM	Reception

DETAILS & FAQs



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

What's a conference bag?

Each attendee receives a conference bag after they've checked in to the conference and picked up their lanyard. These bags are a convenient way for attendees to manage all of the handouts (and promotional goodies) they'll receive throughout the day.

Conference bags include a folder, a conference program book, an Exhibitor Card (more on that later) and various promotional items from Nonprofit Day sponsors and exhibitors.



What counts as a "small promotional item"?

If you'd like to include an item in attendees' bags, it must be:

1. Small. Items should not exceed the size of a standard water bottle. They need to fit into the conference bag and should be light enough to be carried around all day. When in doubt, the smaller, the better.
2. Useful. Examples of accepted items include pens, notepads, thumb drives, and stress balls.

You are, of course, welcome (and encouraged!) to display printed marketing materials at your exhibitor table (or distribute them to session attendees if you are a Session Sponsor).

However, **we will not include promotional flyers, brochures, booklets, or any other printed collateral in conference bags.**

If you're not sure whether your item will qualify, email Erin Yates at eyates@yournpp.org.

How many promotional items will I need?

Please plan to provide approximately 425 items.

Unused items may be returned to your company on the day of the conference (if a company representative is present) or retained and used for future NPP programming, depending on your preference.

I've decided on my promotional item. Now what?

Now you'll just need to deliver your items to NPP so that we can place them into the conference bags for you.

Items must be delivered to The Nonprofit Partnership by no later than 4:30 PM on October 18, 2019. The Nonprofit Partnership is located at 609 Walnut Street, Erie, PA 16502.

What's the Exhibitor Card drawing?

To further increase attendees' engagement with Exhibitors, we introduced the Exhibitor Card drawing.

Each attendee receives an Exhibitor Card in their conference bag. Exhibitor Cards have the name of each Exhibitor printed on them.

Attendees can enter to win one of several prizes by having their cards stamped by a given number of Exhibitors, then dropping their completed card into a box at The Nonprofit Partnership's table.

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.

What makes the Exhibitor card so great?

We're glad you asked! Our exhibitors love the Exhibitor Card because it encourages attendees to strike up conversations with *you*, thereby increasing contacts made and leads generated – all without any extra effort! (Plus, who doesn't like prizes?)

I want to provide a prize for the Exhibitor Card drawing. Are there any guidelines or restrictions I should be aware of?

Prizes are meant to be enjoyed by the individual attendee, not the organization they represent. **We will not accept coupons, vouchers for free consultations, free business services packages, or any other things of this nature.**

Some examples of past prizes include a Fitbit, a Google Home, a VISA gift card, and a flat screen TV. Prizes typically fall within the \$50 to \$150 range.

If you are unsure if the prize you would like to offer meets these criteria or if you would like to discuss prize ideas, please contact Erin Yates at eyates@yournpp.org.

EXHIBITOR 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.		
Print name: <u>Nicole Lees</u> Print organization: <u>Americorps VISTA</u>		

I picked out a prize for the Exhibitor Card drawing. What's next?

Prizes may be delivered to The Nonprofit Partnership by 4:30 PM on October 18, 2019. The Nonprofit Partnership is located at 609 Walnut Street, Erie, PA 16502.

If you prefer, you may also bring your prize to the Bayfront Convention Center on October 29, 2019.

Who can use my company's complimentary conference registrations?

Complimentary conference registrations may be used by staff of your company or they may be transferred to the Nonprofit Day scholarship pool.

When an individual applies for a Nonprofit Day scholarship, they fill out an application. If their application is approved and they receive a scholarship, they will be notified that their scholarship was made possible by your company's generous contribution.

How can I access my company's complimentary conference registrations?

When your company signs up as a sponsor, you'll receive a unique promo code via email. Employees may then register for the conference online and enter the promo code at checkout to redeem your company's complimentary registrations.

Registrations must be completed by Friday, October 11. After this date, any unused registrations will automatically be donated to the Nonprofit Day scholarship pool.

What is the Nonprofit Day scholarship pool and how does it work?

Each sponsor receives complimentary conference registrations as a part of their benefit package. Any unused registrations will be transferred to the Nonprofit Day scholarship pool.

New for 2019, the scholarship pool is a way for those who might not have otherwise been able to attend Nonprofit Day to join us at the conference, free of charge!

Interested staff, Board members, and volunteers can apply for a Nonprofit Day scholarship. Once applications have been reviewed to ensure applicants meet certain eligibility requirements, recipients will be selected by lottery.

Scholarship recipients will be notified that they have been awarded a Nonprofit Day scholarship on Monday, October 14.

When your company's registration is awarded to a scholarship recipient, they will be informed that your company's generosity has made their scholarship possible. (For example, if your company donates four registrations, four individuals will be informed that their scholarships were made possible by your company. Your company will be recognized on an individual basis, rather than in aggregate.)

I'm attending Nonprofit Day as an exhibitor. Can I sit in on a few sessions?

You can attend sessions only if you have registered as an attendee using one of your company's complimentary conference registrations.

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 The Nonprofit Partnership's Associate Membership program, [visit our Associate Memberships page](#).

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 packages, please contact Erin Yates at eyates@yournpp.org.

I've picked out my sponsorship. Now I just need to figure out where to stay. Do you have any hotel recommendations?

The [Sheraton Erie Bayfront Hotel](#) and the [Courtyard Erie Bayfront Hotel](#) are both attached to the Bayfront Convention Center, making them excellent choices for your stay.

You can also find an extensive listing of area hotels on the Bayfront Convention Center's [website](#).

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 the sponsor & exhibitor registration page on our website!](#) You can choose to pay online or by invoice.