



Sponsor and Exhibitor Prospectus

2018 Nonprofit Day Conference

Thriving vs. Surviving

October 18, 2018



350+ attendees from organizations throughout the region



Thursday, October 18, 2018



More than 8 ways to participate!



The Bayfront Convention Center
1 Sassafras Pier
Erie, PA 16507

Overview



Nonprofit Day: Thriving vs. Surviving

Nonprofit Day is a full-day educational conference for nonprofit staff and volunteer leadership. 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.

2018's theme, Thriving vs. Surviving, is all about discovering the ways in which the nonprofit sector can increase impact, scale, and opportunity at the organizational level.

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 Venue

The Bayfront Convention Center
1 Sassafras Pier
Erie, PA 16507

Contact

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Operations & Special Projects Manager
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Demographics



Attendees

Supporting Nonprofit Day as a Sponsor or Exhibitor gives you face-to-face access to hundreds of nonprofit industry decision-makers. In 2017, 40% of attendees had Director-level titles and 21% of attendees were Executive Directors or CEOs.

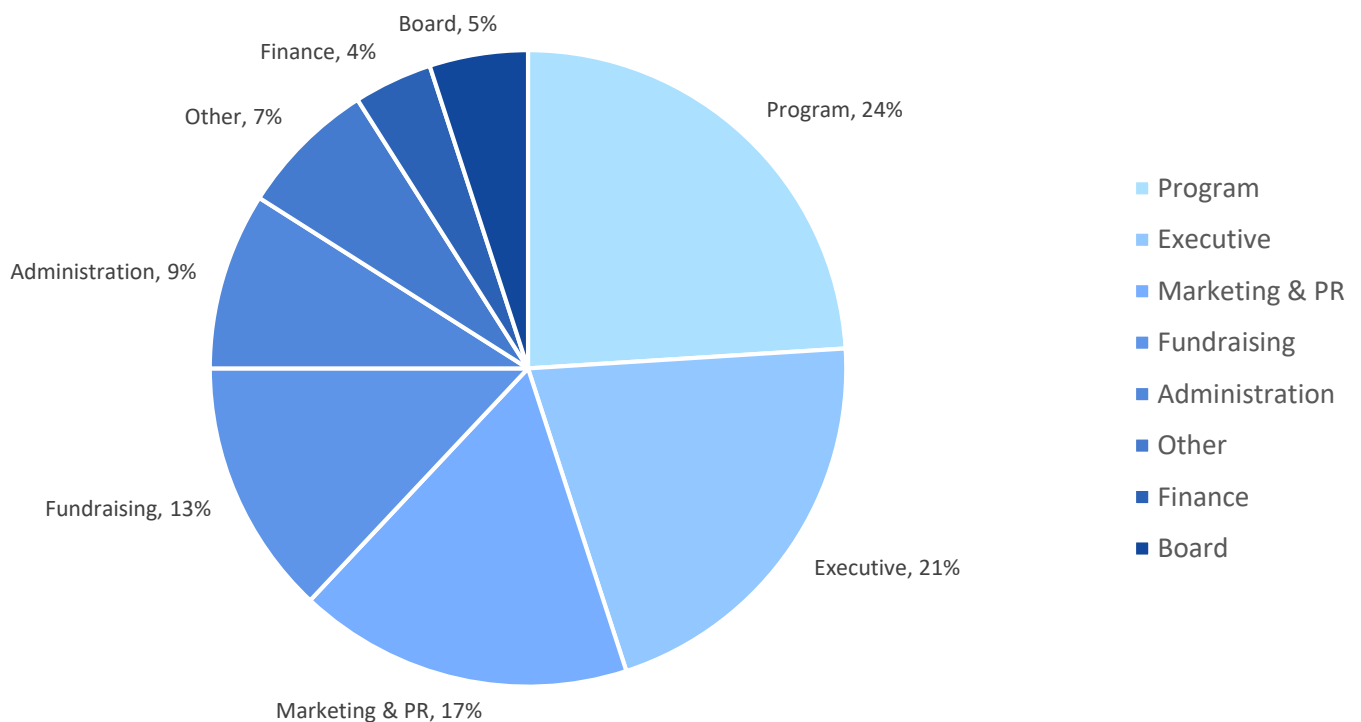
40% of 2017 attendees had **Director-level** titles

21% of 2017 attendees were **Executive Directors or CEOs**

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 2017, nearly one quarter of attendees were program staff. Executive Directors and CEOs, marketing and PR staff, and fundraisers were also very well represented.

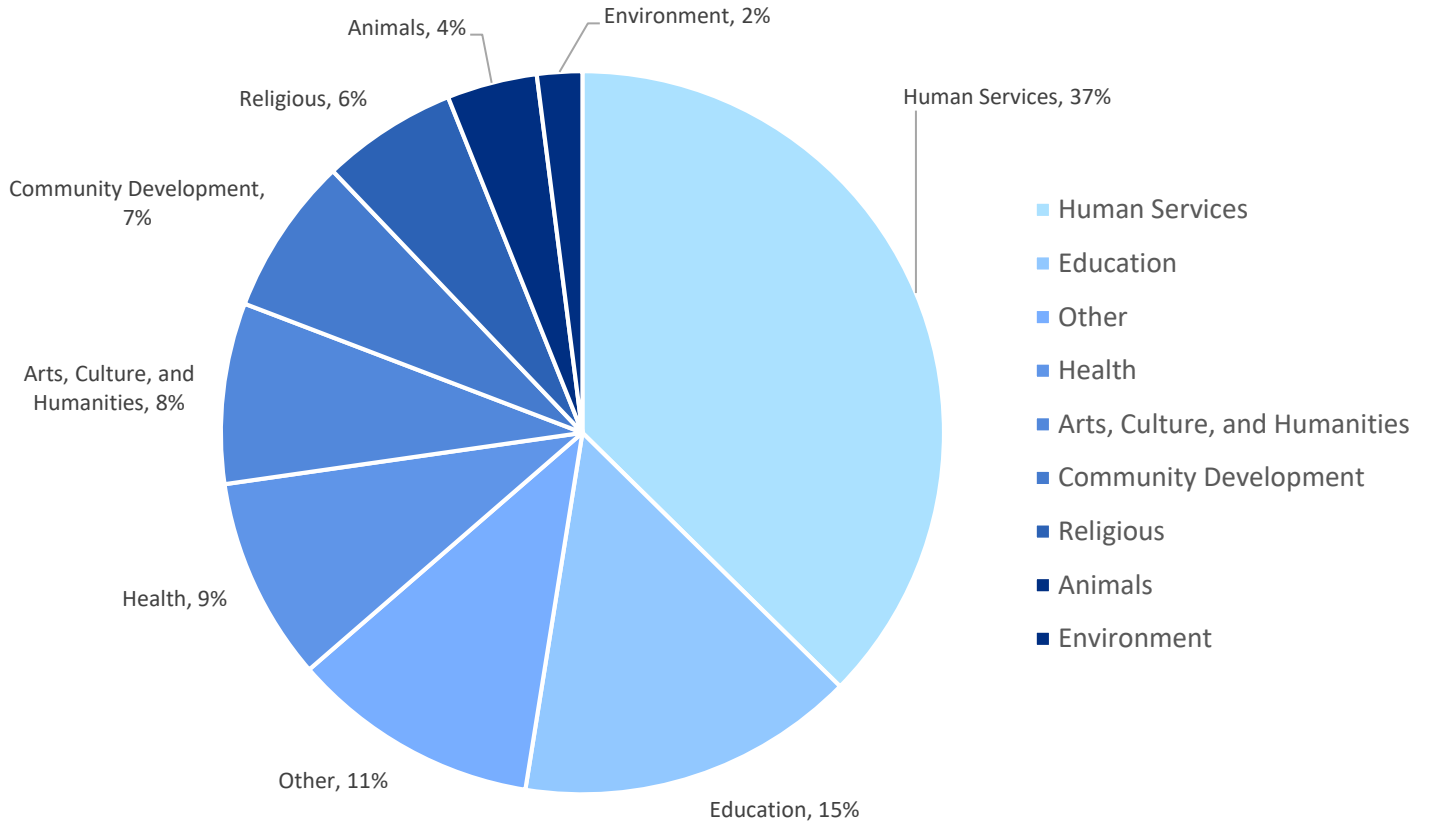
Attendees at Nonprofit Day 2017, by Specialty



Organizations

The organizations represented at Nonprofit Day also span a wide range of cause areas. Human services and education were the two best-represented cause areas at 2017's Nonprofit Day conference.

Organizations Represented at Nonprofit Day 2017, by Cause Area



Don't miss your chance to engage with such a large number of influential people in the nonprofit sector – sign up to join us at Nonprofit Day today!

Sponsor and 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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- Complimentary conference registrations for two people
- Special recognition at the event, including VIP seating
- 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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- 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

**restrictions apply; please refer to the FAQs at the end of this document for details*

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 Presentation Sponsorship – see the Presentation 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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- Complimentary conference registrations for four people
- Special recognition at the event, including VIP seating
- List of conference attendees, name, organization, title, and mailing address, provided after the conference
- One full-page advertisement in the conference program book

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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- Special recognition at the event, including VIP seating
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- One half-page advertisement in the conference program book
- Complimentary conference registrations for two people

**restrictions apply; please refer to the FAQs at the end of this document for details*

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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- Special recognition at the event, including VIP seating
- 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 booth
- Opportunity to provide a prize for our Passport Program drawing; winners will be drawn at the conference reception*
- Special recognition at the event, including VIP seating
- List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- Complimentary conference registrations for two people

**restrictions apply; please refer to the FAQs at the end of this document for details*

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 Program drawing; winners will be drawn at the conference reception*
- 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 Session 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 Program drawing; winners will be drawn at the conference reception*
- 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 presentation sponsorships, please contact Erin Yates at eyates@yournpp.org.)

Visit our Sponsor and Exhibitor registration page [here](#) to claim your spot at Nonprofit Day! You can choose to pay online or request an invoice.

Nonprofit Day Schedule



Conference Schedule

Thursday, October 18, 2018	
7:30 a.m. to 9:00 a.m.	Registration and Breakfast
9:00 a.m. to 9:45 a.m.	Opening Keynote
9:45 a.m. to 10:00 a.m.	Vendor Expo and Networking
10:00 a.m. to 11:00 a.m.	Early Morning Sessions
11:00 a.m. to 11:15 a.m.	Vendor Expo and Networking
11:15 a.m. to 12:30 p.m.	Late Morning Sessions
12:30 p.m. to 1:45 p.m.	Luncheon and Luncheon Keynote
1:45 p.m. to 2:00 p.m.	Vendor Expo and Networking
2:00 p.m. to 3:00 p.m.	Early Afternoon Sessions
3:00 p.m. to 3:30 p.m.	Power Break, Vendor Expo, and Networking
3:30 p.m. to 4:30 p.m.	Later Afternoon Sessions
4:30 p.m. to 5:15 p.m.	Reception

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.

What's the Passport Program?

To further increase attendees' engagement with Exhibitors, we introduced the Passport Program (formerly known as the Exhibitor Booth Contest). Attendees must have their Nonprofit Day Passports signed by 20 Exhibitors in order to enter our Passport Program drawing. The winners of the Passport Program drawing will be announced at the conference reception.

What are the restrictions on Passport Program drawing prizes?

Prizes for the Passport Program drawing may be promotional in nature, but should have some nominal value for the winners. 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 any similar "prizes." **If you are unsure if the prize you would like to offer fits within these guidelines, please contact Erin at 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 dropped off at the NPP offices no later than 4:30 p.m. on October 10, 2018. Participants should make approximately 450 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 booths. Exhibitor passes do not allow admission to any educational presentations 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 presentations, 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.NonprofitDay2018.org by October 10, 2018.

I see that the Premier and Friend 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 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/2rvyZll> to reserve your spot. From here, you can pay by card or request an invoice.