



2019

# BEST NONPROFIT CONFERENCE

## Sponsorship Package

December 10, 2019 8:30 am - 6:00pm  
Ford Foundation Center for Social Justice

**NONPROFIT  
NEW YORK** | Best  
Nonprofit  
Conference

## Show your support for the Nonprofit Community by sponsoring the 2019 Best Nonprofit Conference!

Nonprofit New York strengthens and unites New York's nonprofits. We're building a thriving community of extraordinary nonprofits - a relentless, collective force for good. With nearly 1600 member organizations, we've been championing a powerful nonprofit community in New York for 35 years, driven by the belief that when one nonprofit is stronger, all of us are stronger.

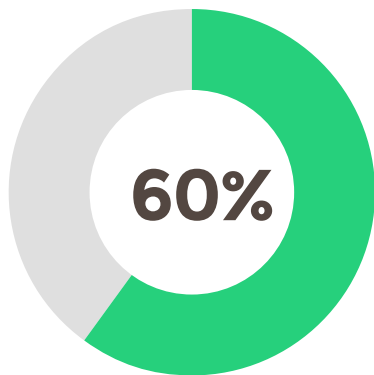
On December 10, 2019, Nonprofit New York will bring together nearly 300 nonprofit professionals at our **2019 Best Nonprofit Conference**, the culminating event of the Nonprofit Excellence Awards and only conference highlighting best practices in nonprofit management and leadership in NYC! Sponsoring the **Best Nonprofit Conference** provides you with the unique opportunity to connect with the area's diverse nonprofit community, display your brand, and show your company's support for hundreds of community causes.

### Take Advantage of this Unique Opportunity to:

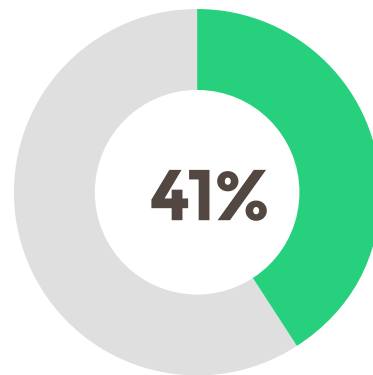
Mix and mingle with nearly 300 nonprofit professionals, including nonprofit executives, board members, community leaders, and business professionals, during the day-long conference. Connect your brand with the only event of its kind and one of the largest regional gatherings for the nonprofit community, where we highlight best practices in nonprofit management and recognize nonprofits that put excellence into practice. Show your commitment to the sector and its people!

### Who You'll Reach

Nonprofit New York's membership consists of nearly 1,600 nonprofits and represents a diverse mix of nonprofit organizations consisting of all budget sizes and areas of focus.



NONPROFIT NEW YORK MEMBERS  
BASED IN MANHATTAN



BEST NONPROFIT CONFERENCE  
ATTENDEES ARE EXECUTIVE OR  
BOARD LEVEL

NEED MORE INFORMATION?

CHECK OUT

<https://www.nonprofitnewyork.org/conference>

TO STAY UP TO DATE ABOUT THE 2019 BEST NONPROFIT CONFERENCE

## 2019 BEST NONPROFIT CONFERENCE AGENDA

8:30 - 9:30 am	Registration & Breakfast		
9:30 - 10:55 am	2019 Nonprofit Excellence Awards Ceremony & Panel Presentation		
11:10 - 12:25 pm	<b>BREAKOUT ONE</b>		
	Advocacy and Strategic Alliances	Planning and Evaluation	Technology and Data Use
12:45 - 1:55 PM	<b>LUNCH</b>		
2:15 - 3:30 pm	<b>BREAKOUT TWO</b>		
	Communications	Human Resources	Governance
3:45 - 5:00 pm	<b>BREAKOUT THREE</b>		
	Diversity, Equity, and Inclusiveness	Fundraising and Resource Development	Financial Management
5:30 - 6:00 pm	Closing Comments		



## Key Areas of Nonprofit Excellence Sponsorship Opportunity (\$5,000)

Nonprofit New York developed the [\*Key Areas of Nonprofit Excellence\*](#) to give nonprofits a roadmap of core management excellence areas and performance strategies. These Key Areas guide the Best Nonprofit Conference format and Nonprofit Excellence Awards. Act now to connect your brand to a Key Area of Excellence!

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Key Areas of Excellence Sponsors can choose to sponsor **One of the Nine Key Areas:**

1. Advocacy and Strategic Alliances
2. Communications
3. Diversity, Equity, and Inclusiveness
4. Financial Management
5. Fundraising and Resource Development
6. Governance
7. Human Resources
8. Planning and Evaluation
9. Technology and Data Use

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Key Area of Excellence Sponsor benefits include:

- All-day Exhibit Table
- Opening Remarks at the beginning of their Key Area of Nonprofit Excellence Session
- Opportunity to draw their table prize at the Closing Ceremony
- Opportunity to be featured in e-newsletter, New York Nonprofits
- Opportunity to place swag in Attendee Bag
- Opportunity to place an Ad in our Digital Event Journal
- Link and Logo on Conference webpage, Event Registration page, and e-blasts regarding The Best Nonprofit Conference
- Attendee List one week prior (Organizations and Titles only)
- 4 Social Media posts
- Logo on day of Event Signage
- Recognized as Session Sponsor in Program Booklet
- Recognition at the Opening Plenary and Awards Ceremony
- 3 tickets to the Best Nonprofit Conference (valued at \$250 per ticket)

## More Sponsorship Opportunities!

If you can't table all day, you can still gain visibility for your business! If you sponsor at any of these levels, you will get pre-event visibility, day of signage, and have the opportunity to submit an ad for our digital event journal and place a marketing material in our Attendee Bag!

### Lanyard Sponsorship Opportunity (\$3,500+)

Do you want your Logo around the neck of every Conference Attendee? Become the Lanyard Sponsor today and gain the opportunity to have your Logo on every Lanyard at The Best Nonprofit Conference! Want to increase the benefits of the Lanyard Sponsorship? Reach out to [mcheng@nonprofitnewyork.org](mailto:mcheng@nonprofitnewyork.org) to create your package!

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#### The Lanyard Sponsor gains:

- Link and Logo on Conference webpage, Event Registration page, and e-blasts regarding The Best Nonprofit Conference
- Attendee List one week prior (Organizations and Titles only)
- 2 Social Media posts
- Logo on Event Signage
- Recognition at the Opening Plenary and Awards Ceremony
- 2 tickets to the Best Nonprofit Conference (valued at \$250 per ticket)
- Logo on Lanyard
- Opportunity to place swag in Attendee Bag
- Opportunity to place an Ad in our Digital Event Journal

### Program Booklet Sponsorship Opportunity (\$3,500)

The Best Nonprofit Conference Program Booklet is more of a toolkit than a booklet. Within these pages, Conference attendees will find the agenda, information on the Nonprofit Excellence Awards, a Readiness Assessment to help them reflect on their management practices, and templates, tools, and takeaways for each session. This is a program booklet that attendees will consult throughout the year. Sponsor the Program Booklet and help nonprofit attendees take home all that they've learned.

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#### The Program Booklet Sponsor gains:

- Link and Logo on Conference webpage, Event Registration page, and e-blasts regarding The Best Nonprofit Conference
- Attendee List one week prior (Organizations and Titles only)
- 2 Social Media posts
- Logo on Event Signage and on Program Booklet front cover
- Recognition at the Opening Plenary and Awards Ceremony
- 2 tickets to the Best Nonprofit Conference (valued at \$250 per ticket)
- Opportunity to place an Ad in the Program Booklet
- Opportunity to place swag in Attendee Bag
- Opportunity to place an Ad in our Digital Event Journal

## Photo Booth Sponsorship Opportunity (\$2,500+)

Sponsor the Photo Booth and gain the opportunity to put your mark on the photo print outs and be situated right next to Nonprofit New York's table!

The Photo Booth Sponsor also gains:

- Link and Logo on Conference webpage, Event Registration page, and e-blasts regarding The Best Nonprofit Conference
- Attendee List one week prior (Organizations and Titles only)
- 3 Social Media posts
- Recognition at the Opening Plenary and Awards Ceremony
- 2 tickets to the Best Nonprofit Conference (valued at \$250 per ticket)
- Company name on photo print out
- Recognition on online photo album

## Even More Sponsorship Opportunities!

Want to ensure your Company gains high visibility? Choose from any of the following opportunities to ensure your Company is front and center!

2019 BEST NONPROFIT CONFERENCE SPONSORSHIP LEVELS DRAFT						
BENEFITS	SPONSOR LEVELS					
	LUNCH SPONSORS (2) \$2,500	BREAKFAST SPONSOR \$1,500	COFFEE/ SNACKS SPONSOR \$1,000	COAT CHECK SPONSOR \$1,000	SWAG BAG \$750	EVENT JOURNAL \$500
LINK AND LOGO ON WEBSITE AND E-BLASTS	✓	✓	✓	✓		
PRE/POST EVENT SOCIAL MEDIA	3	2	2	2		
REMARKS	At Lunch					
SIGNAGE&LOGO ON EVENT SIGNAGE	✓	✓	On coffee and snack bar	✓		
RECOGNITION	✓	✓	✓	✓		
CONFERENCE TICKETS	2	1	1	1		
RECEIVE ATTENDEE LIST (ONE WEEK PRIOR - ORGS AND TITLES ONLY)	✓					
SWAG FOR ATTENDEE BAG	✓	✓	✓	✓	✓	
AD IN DIGITAL EVENT JOURNAL	✓	✓	✓	✓	✓	✓

## Become a Best Nonprofit Conference Scholarship Sponsor!

Conferences can be expensive and inaccessible for smaller nonprofits to attend. Help nonprofits attend by sponsoring their ticket! At just \$250 a ticket, you can provide nonprofits the opportunity to engage in a day of learning.

The Best Nonprofit Conference Scholarship Sponsor gains:

- Nonprofit Organizations are notified who supported their attendance and provided sponsor contact information
- Link and Logo on Conference webpage, Event Registration page, and e-blasts regarding The Best Nonprofit Conference
- 4 Social Media posts
- Recognized in the Program Booklet
- Opportunity to place an Ad in our Digital Event Journal
- Logo displayed on signage

### Don't See What You Want?

Reach out to Matt Cheng, Nonprofit New York's Development Manager, at [mcheng@nonprofitnewyork.org](mailto:mcheng@nonprofitnewyork.org) to discuss crafting your own sponsorship package or provide in-kind support.

SPONSOR NONPROFITS TO ALLOW THEM TO ATTEND	
AMOUNT OF TICKETS	COST
4	\$1,000
10	\$2,500
20	\$5,000
40	\$10,000

## Become a Sponsor

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### Payment Method

- I have enclosed a check, made payable to Nonprofit New York
- I will submit payment online

### Sponsorship Level

- Key Area of Excellence Sponsor: \$5,000
- Lanyard Sponsor: ..... \$3,500
- Program Booklet Sponsor: ..... \$3,500
- Lunch Sponsor: ..... \$2,500
- Photo Booth Sponsor: ..... \$2,500
- Breakfast Sponsor: ..... \$1,500
- Coffee and Snacks Sponsor: ... \$1,000
- Coat Check Sponsor: ..... \$1,000
- Swag Bag: ..... \$750
- Digital Event Journal: ..... \$500
- Sponsor a Nonprofit: ..... \$
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### Contact Information

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

### Submit Payment Information via:

- Check: Nonprofit Coordinating Committee of New York  
Best Nonprofit Conference Sponsorship  
320 E 43rd St  
New York, NY 10017
- Online: [Submit Payment Here](#)

### Additional Information

Contributions to Nonprofit New York are fully tax-deductible less the fair market value for tickets and advertisements provided. If you have any questions or comments, contact Matt Cheng at [mcheng@nonprofitnewyork.org](mailto:mcheng@nonprofitnewyork.org) or 646-893-2663. You can also learn more information at <https://www.nonprofitnewyork.org/conference>.