



2020

BEST NONPROFIT CONFERENCE

Sponsorship Package

December 7 & 8, 2020

**NONPROFIT
NEW YORK** | A relentless,
collective
force for good.

Support the nonprofit community by sponsoring the 2020 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. Serving over 2,700 organizations each year, we've been championing a powerful nonprofit community in New York for over 35 years, driven by the belief that when one nonprofit is stronger, all of us are stronger.

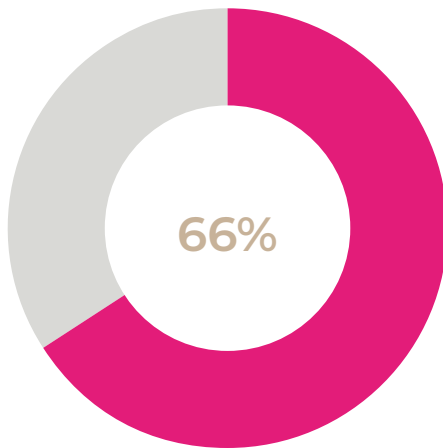
On December 7 and December 8, 2020, Nonprofit New York will bring together over 300 nonprofit professionals from all across the New York City area (and beyond!) at our virtual 2020 *Best Nonprofit Conference*, the culminating event of the 2020 Nonprofit Excellence Awards and the only conference highlighting best practices in nonprofit management and leadership in our area! Sponsoring the *Best Nonprofit Conference* provides you with the unique opportunity to connect with the area's diverse nonprofit community, communicate your expertise in the field, and show your company's support for hundreds of community causes.

Unique opportunity:

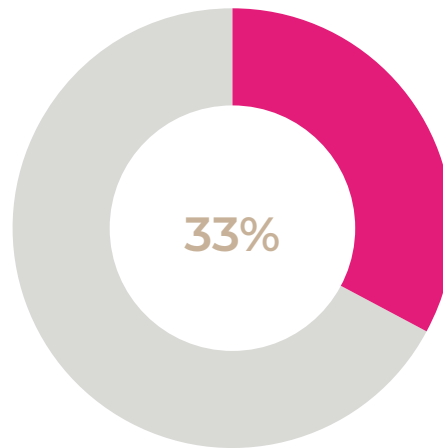
Engage with over 300 nonprofit professionals in a variety of ways through our virtual conference. Connect your brand with the only event of its kind and one of the largest regional gatherings for the nonprofit community. Nonprofit New York is utilizing [Hopin Conference Platform](#) to hold this year's *Best Nonprofit Conference*. This platform provides sponsors with the ability to customize their engagement opportunities and ensure your brand is prominently showcased before, during, and after the conference. Show your commitment to the sector and to 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, from NYC, Westchester, Long Island, and beyond.



CONFERENCE ATTENDEES
ARE DIRECTOR LEVEL
OR HIGHER



NONPROFIT NEW YORK
MEMBERS HAVE BUDGET
SIZES OVER \$1M

Need more information?

Check out <https://bit.ly/2020bestnonprofitconference> to stay up to date about the 2020 *Best Nonprofit Conference*



CONFERENCE AGENDA*

DAY 1	DAY 2
12:30 PM - 1:00 PM Registration & Explore the Expo	9:00 AM - 9:15 AM Fireside Chat with Selection Committee Members
1:00 PM - 2:15 PM Welcome & Plenary	9:15 AM - 10:15 AM Two concurrent Key Area of Nonprofit Excellence Breakout Sessions
2:15 PM - 2:30 PM Group Networking & Visit to the Expo	10:15 AM - 10:30 AM Micro-learning with our Sponsors
2:30 PM - 3:30 PM Two concurrent Key Area of Nonprofit Excellence Breakout Sessions	10:30 AM - 11:30 AM Two concurrent Key Area of Nonprofit Excellence Breakout Sessions
3:30 PM - 3:45 PM Expo & Break	11:30 AM - 11:45 AM Group Networking
3:45 PM - 4:45 PM Two concurrent Key Area of Nonprofit Excellence Breakout Sessions	11:45 AM - 12:45 PM Key Area of Nonprofit Excellence Session
4:45 PM - 5:00 PM Day 1 close out	12:45 PM - 1:00 PM Conference close out

*This agenda is subject to change.

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*.

Key Area 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

Key Area of Excellence Sponsor benefits include:

- Exhibitor table
- Opportunity to make opening remarks at *Key Area* session (pre-recorded)
- Opportunity to host 15 minute breakout session on topic of choice (must be content focused)
- Opportunity to be featured in e-newsletter
- Copy of attendee list one week prior (organizations and title only)
- Opportunity to have Nonprofit New York facilitate a connection with registrants
- Opportunity to place swag in our digital swag bag
- Opportunity to place an ad in our digital event journal
- Link and logo on conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on conference platform
- 6 social media posts
- 4 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)



MORE SPONSORSHIP OPPORTUNITIES!

Going virtual means new ways to gain visibility for your business! Sponsorship at any of these levels offers visibility and engagement opportunities before, during and after the *Best Nonprofit Conference* through our digital event journal, social media recognition, and post-event digital swag bag.

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, as well as templates, tools, and takeaways for each session. Registrants will be mailed a physical copy of the program booklet and will also be able to access it digitally so that attendees can consult and share information and learning throughout the year.

The Program Booklet Sponsor gains:

- Half-page ad in program booklet
- Logo on cover of program booklet
- Copy of attendee list one week prior (organizations and titles only)
- Opportunity to have Nonprofit New York facilitate an introduction with selected registrants
- Opportunity to place swag in digital swag bag
- Opportunity to place an ad in our digital event journal
- Link and logo on Conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on Conference platform
- 5 social media posts
- 3 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)

Coffee and Snacks Sponsorship Opportunity (\$3,000)

Even though the *Best Nonprofit Conference* is virtual, attendees still need caffeine and a snack. Become the coffee and snacks sponsor and send gift cards to registrants so that they can treat themselves!

The Coffee and Snacks Sponsor gains:

- Stand alone e-blast the day before Conference to registrants with \$5 e-gift card for coffee or snacks
- Copy of attendee list one week prior (organizations and titles only)
- Opportunity to place swag in digital swag bag
- Opportunity to place an ad in our digital event journal
- Link and logo on conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on conference platform
- 4 social media posts
- 2 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)

Even More Sponsorship Opportunities!

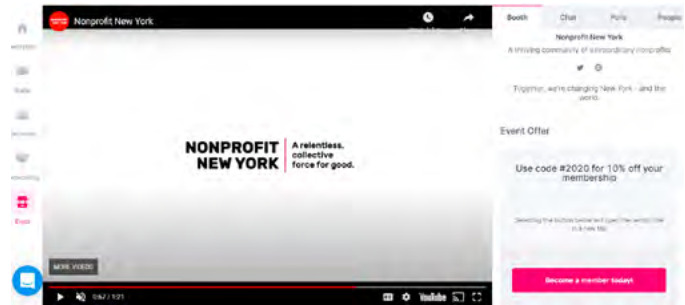
Want to ensure your company gains high visibility? Choose from any of the following opportunities to ensure your company is front and center!

Exhibitor Table Opportunity (\$2,500)

Utilizing the [Hopin Conference Platform](#), this level offers you a two-day digital Exhibitor Table! This opportunity allows you to have a customizable digital 'table', showcasing your brand and materials, hold office hours, and collect contact information from attendees who want to connect.

Exhibitor Table Sponsors gains:

- Two-day Exhibitor table
- Copy of attendee list one week prior (organizations and titles only)
- Opportunity to place swag in digital swag bag
- Opportunity to place an ad in our digital event journal
- Link and logo on Conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on Conference platform
- 4 social media posts
- 2 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)



Digital Photo Booth Sponsorship Opportunity (\$2,500)

Sponsor the digital photo booth and gain the opportunity to put your mark on the photo template!

The Digital Photo Booth Sponsor also gains:

- Recognition on online photo album
- Company name on photo template
- Copy of attendee list one week prior (organizations and titles only)
- Opportunity to place swag in our digital swag bag
- Opportunity to place an ad in our digital event journal
- Link and logo on conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on conference platform
- 4 social media posts
- 2 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)



Digital Swag Bag Opportunity (\$750)

Make a lasting impression virtually by contributing a marketing material (or swag!) in our post-event digital swag bag e-blast that will be sent to all attendees. The post-event digital swag bag e-blast will include your company logo, website link, a short description, and a link to your marketing material (or swag!).

- Opportunity to place swag in our digital swag bag
- Opportunity to place an ad in our digital event journal
- 1 ticket to the *Best Nonprofit Conference* (valued at \$200 per ticket)

Event Journal Opportunity (\$500)

Place an ad in our digital event journal and gain visibility before, during, and after the *Best Nonprofit Conference*. The *Best Nonprofit Conference* digital event journal will be live on the Conference web page starting in October and will be up post-conference too!

Event Journal Sponsor gains:

- Opportunity to place an ad in our digital event journal
- 1 ticket to the Best Nonprofit Conference (valued at \$200 per ticket)

Sponsor Scholarships for the Best Nonprofit Conference!

The cost of attending can be a barrier for smaller nonprofits. Help nonprofits attend by sponsoring their ticket! At just \$200 a ticket, you can provide nonprofits with an all-access two day pass to the *Best Nonprofit Conference*. This includes a physical copy of the program booklet, access to recordings of each session of the conference, and ability to attend both days of the conference!

The *Best Nonprofit Conference* Scholarship Sponsor gains:

- Nonprofit organizations are notified who supported their attendance and provided sponsor contact information
- Opportunity to place an ad in our digital event journal
- Link and logo on conference webpage, e-blasts regarding the *Best Nonprofit Conference*, and on conference platform
- 4 social media posts



Don't see what you're looking for?

Reach out to Matt Cheng, Nonprofit New York's Development Manager, at mcheng@nonprofitnewyork.org to explore a sponsorship or in-kind support opportunity that works for you.

BECOME A SPONSOR

Sponsorship Level

- Key Area of Excellence Sponsors: \$5,000
- Program Booklet Sponsor: \$3,500
- Coffee and Snacks Sponsor: \$3,000.....
- Exhibitor Table Sponsor: \$2,500
- Photo Booth Sponsor: \$2,500
- Digital Swag Bag: \$750
- Digital Event Journal: \$500
- Sponsor a Nonprofit: \$_____

Contact Information

Name _____

Company _____

Address _____

City State Zip _____

Telephone Number _____

Email Address _____

Submit Payment Information via:

- Credit Card: [Submit Payment Here](#)
- Bill.com or Electronic Transfer: Contact [Matt Cheng](#) at mcheng@nonprofitnewyork.org
- Check: Nonprofit New York
Best Nonprofit Conference Sponsorship
320 East 43rd St, 3rd FL
New York, NY 10017

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 or 646-893-2663. Learn more at <https://bit.ly/2020BestNonprofitConference>