



Nonprofit New York's 2021 Annual Meeting of Members **SPONSORSHIP PACKAGE**

**NONPROFIT
NEW YORK**

A relentless,
collective
force for good.

MARCH 25, 2021, 9:00 am - 11:00 am



Engaging over 4,000 nonprofit organizations, Nonprofit New York is building a powerful nonprofit community in New York, driven by the belief that when one nonprofit is stronger, all of us are stronger.

On March 25th, Nonprofit New York will virtually bring together nearly 200 nonprofit professionals at the *2021 Annual Meeting of Members*, one of the largest regional gatherings for the nonprofit community, where our members elect the board and partake in a sector-wide discussion on a critical topic for nonprofits! This year, Nonprofit New York will focus on harnessing our collective power to ensure nonprofits are included in rebuilding New York City.

Sponsoring the *2021 Annual Meeting of Members* 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.

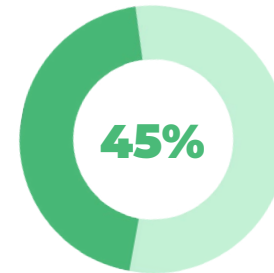
Support the Nonprofit Community



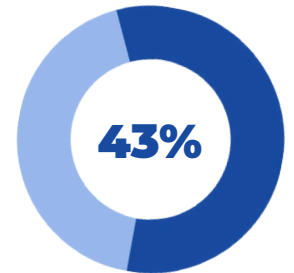
Network and engage with nearly 200 nonprofit professionals, including nonprofit executives, board members, community leaders, and business professionals, in a variety of ways through our virtual conference. Nonprofit New York is utilizing the [Hopin Conference Platform](#) to hold this year's *2021 Annual Meeting of Members*. 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, from NYC, Westchester, Long Island, and beyond.



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



**AVERAGE ANNUAL
MEETING OF MEMBERS
ATTENDEE IS
EXECUTIVE LEVEL
OR HIGHER**

Unique Opportunity



2021 Annual Meeting of Members Agenda

9:00 - 9:15 am

Registration & Welcome

9:15 - 9:30 am

Sponsored Micro-Learning Sessions

9:30 - 10:00 am

Nonprofit New York
Annual Report to Members

10:00 - 10:15 am

Sponsored Micro-Learning Sessions

10:15 - 11:00 am

Panel Discussion

Need More information?

Contact Matt Cheng, Nonprofit New York's
Development Manager, for more information:
mcheng@nonprofitnewyork.org or 646-893-2663.



Sponsorship Opportunities

As a sponsor, you will gain a variety of visibility and engagement opportunities! We send news and updates about the *2021 Annual Meeting of Members* to over 14,000 nonprofit professionals. At the Annual Meeting, there are several ways to connect with attendees, from exhibitor booths to holding a micro-learning session, to utilizing the networking function of the Hopin Conference platform!

Overall Sponsor (\$5,000)

Become the Annual Meeting Champion! The Overall Sponsor for the Annual Meeting gains a diverse range of sponsorship benefits and high visibility during the day of the event.

Overall Sponsor benefits include:

- Opportunity to make opening remarks at the beginning of the Event
- Opportunity to have Nonprofit New York facilitate a connection with 15 registrants
- Opportunity to hold a Micro-Session (15 minute learning opportunity)
- Attendee list 1 week prior (Titles and Organizations only)
- 8 Social media posts
- 5 Tickets
- Exhibitor Booth
- Logo on session deck
- A feature in our e-newsletter
- Link and logo on Conference platform and e-blasts
- Recognition from Podium
- Opportunity to place swag in digital swag bag



Sponsorship Opportunities *(cont.)*

Panel Sponsor Opportunity (\$3,500)

Nonprofit New York will focus on harnessing the nonprofit sectors collective power to ensure nonprofits are included in rebuilding New York City! Show your support by becoming the Panel Sponsor and help us strengthen the nonprofit sector.

The Panel Sponsor gains:

- Opportunity to make opening remarks at the beginning of the Panel Discussion
- Opportunity to have Nonprofit New York facilitate a connection with 10 registrants
- Opportunity to hold a Micro-Session (15 minute learning opportunity)
- Attendee list 1 week prior (Titles and Organizations only)
- 5 Social media posts
- 3 Tickets
- Exhibitor Booth
- Logo on session deck
- A feature in our e-newsletter
- Link and logo on Conference platform and e-blasts
- Recognition from Podium
- Opportunity to place swag in digital swag bag



Sponsorship Opportunities *(cont.)*

Micro-Learning Session (\$1,250)

Be a part of the action! Hold a 15-minutes breakout session on a topic of your choice. Situate yourself as an expert in your field and go-to source for help. There are only **two slots available**, so secure your session early!

Micro Learning Sponsors gain:

- Opportunity to have Nonprofit New York facilitate a connection with 5 registrants
- Opportunity to hold a Micro-Session (15 minute learning opportunity)
- Attendee list 1 week prior (Titles and Organizations only)
- 4 Social media posts
- 2 Tickets
- Link and logo on Conference platform and e-blasts
- Recognition from Podium
- Opportunity to add an Exhibitor Booth for an additional \$250
- Opportunity to place swag in digital swag bag



Sponsorship Opportunities *(cont.)*

Exhibitor Booth (\$750)

Utilizing the [Hopin Conference Platform](#), this level provides you with a customizable digital Exhibitor Booth! Showcase your brand and materials, provide a special opportunity for attendees only, and collect contact information from attendees who want to connect!

Exhibitor Booth Sponsors gain:

- Opportunity to have Nonprofit New York facilitate a connection with 3 registrants
- Attendee list 1 week prior (Titles and Organizations only)
- 3 Social media posts
- 2 Tickets
- Link and logo on Conference platform and e-blasts
- Recognition from Podium
- Opportunity to place swag in digital swag bag



Sponsorship Opportunities (cont.)

Digital Swag Bag (\$500)

Place a marketing material (or swag!) in our post-event digital swag bag e-blast to all attendees. The post-event digital swag bag will contain your company logo, a website link of your choice, and a short description of your material.

Digital Swag Bag Sponsors gain:

- Attendee list 1 week prior (Titles and Organizations only)
- 1 Social media post
- 1 Ticket
- Link and logo on Conference platform and e-blasts
- Recognition from Podium
- Opportunity to place swag in digital swag bag

Don't See What You Want?

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

Become a Sponsor

Payment Method

☐ I have enclosed a check made payable to Nonprofit New York

☐ I will submit payment online

Sponsorship Level

☐ Overall Sponsor: \$5,000

☐ Exhibitor Booth: \$750

☐ Panel Sponsor: \$3,500

☐ Digital Swag Bag: \$500

☐ Micro-Learning Session: \$1,250

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
Annual Meeting 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.