



2021

BEST NONPROFIT CONFERENCE

Sponsorship Package

December 8 & 9, 2021

**NONPROFIT
NEW YORK**

A relentless,
collective
force for good.

Centering race equity at the 2021 *Best Nonprofit Conference*!

Nonprofit New York is currently revising our *Key Areas of Nonprofit Excellence* to ensure race equity is centered within each Key Area. The 2021 *Best Nonprofit Conference* will prepare our sector to rebuild in ways that center racial equity and reflect new approaches to sustainability and impact. This year's conference will provide attendees the opportunity to learn about management practices and strategies that center race equity and kick off a discussion on initial equity goals for the nonprofit sector so that we can develop a race equity plan with accountability standards for individual organizations and the sector as a whole.

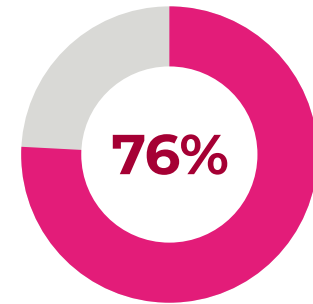
On Wednesday, December 8th and Thursday, December 9th, 2021, Nonprofit New York will bring together over 300 nonprofit professionals from all across the New York City area (and beyond!) at our virtual 2021 *Best Nonprofit Conference*. Sponsoring the conference will provide you with the unique opportunity 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.

Take advantage of this unique opportunity to:

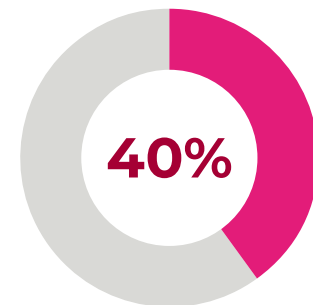
Engage with over 300 nonprofit professionals in a variety of ways through our virtual conference. Connect your brand with the only event of its kind and one of the largest regional gatherings for the nonprofit community. Nonprofit New York is utilizing [Hopin Conference Platform](#) to hold The *Best 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 strengthens and unites New York's nonprofits. We're building a thriving community of extraordinary nonprofits - a relentless, collective force for good. Engaging over 4,000 organizations last 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.



**Conference attendees
who are director level
or higher**



**Nonprofit members
with budgets higher
than \$1M**

Need more information?

Learn more at <https://www.nonprofitnewyork.org/learn/best-nonprofit-conference/>



CONFERENCE AGENDA*

DEC. 8TH

10:00 AM - 10:15 AM

Welcome

10:15 AM - 11:30 AM

Opening Plenary

11:35 AM - 12:25 PM

Session 1

12:25 PM - 12:55 PM

Sponsored Lunch and Learn

12:55 PM - 1:25 PM

Networking

1:25 PM - 2:15 PM

Session 2

2:15 PM - 2:25 PM

Break

2:25 PM - 2:55 PM

Sponsor Session

3:00 PM - 3:50 PM

Session 3

3:50 PM - 4:00 PM

Day 1 Close Out

DEC. 9TH

10:00 AM - 10:15 AM

Welcome

10:15 AM - 11:15 AM

2022 Sector Equity Discussion

11:20 AM - 12:10 PM

Session 1

12:10 PM - 12:40 PM

Sponsored Lunch and Learn

12:40 PM - 1:10 PM

Networking

1:10 PM - 2:00 PM

Session 2

2:05 PM - 2:35 PM

Sponsor Session

2:35 PM - 2:45 PM

Break

2:45 PM - 3:35 PM

Session 3

3:40 PM - 4:00 PM

Conference Close Out

*This agenda is subject to change.

Sponsor Breakout Session (\$5,000)

Looking to showcase your expertise in a topic of your choice? The *Best Nonprofit Conference* has **four thirty minute slots** for sponsors to present (two each day)! Connect with conference attendees and share your knowledge on the day of.

Breakout Session Sponsor benefits include:

- Two-day Exhibitor table
- Opportunity to host 30 minute breakout session on topic of choice (must be content focused)
- Receive attendee list one week prior (contact information shared for registrants who agree to share their contact information)
- Opportunity to have Nonprofit New York facilitate a connection with up to 10 registrants
- Opportunity to place swag in digital swag bag
- Link and Logo on Conference webpage, e-blasts regarding The *Best Nonprofit Conference*, and on Conference platform
- Promoted in conference agenda and program booklet
- 6 Social Media posts
- 4 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)



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, a Readiness Assessment to help them reflect on their management practices, and templates, tools, and takeaways for each session. Registrants will be mailed a physical copy of the Program Booklet for The *Best Nonprofit Conference* and can access it digitally so that attendees can consult and share throughout the year. Sponsor the Program Booklet and help nonprofit attendees take home all that they've learned.

The Program Booklet Sponsor gains:

- Half-page ad in program booklet
- Logo on cover of program booklet
- Two-day exhibitor table
- Receive attendee list one week prior (contact information shared for registrants who agree to share their contact information)
- Opportunity to have Nonprofit New York facilitate a connection with up to 5 registrants
- Opportunity to place swag in digital swag bag
- 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)

More Sponsorship Opportunities!

Going virtual means more opportunities to gain visibility for your business! If you sponsor at any of these levels, you will gain visibility and engagement opportunities before, during and after The *Best Nonprofit Conference* through social media, conference materials, and our post-event digital swag bag!

Session Sponsor Opportunity (\$2,500)

With only one session occurring at a time, sponsoring means all eyes on you! Take advantage of this opportunity to kickoff a session and introduce the panel. There are only 7 opportunities.

Session Sponsor gains:

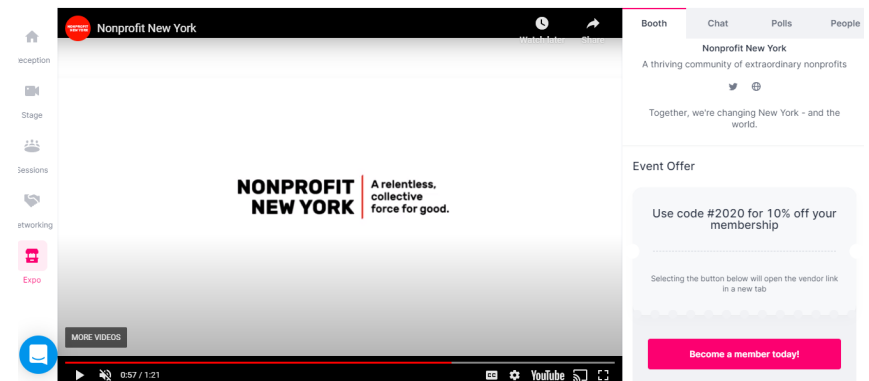
- Opportunity to introduce session
- Two-day Exhibitor table
- Receive attendee list one week prior (contact information shared for registrants who agree to share their contact information)
- Opportunity to place swag in digital swag bag
- Link and Logo on Conference webpage, e-blasts regarding The *Best Nonprofit Conference*, and on Conference platform
- 4 Social Media posts
- 2 tickets to the *Best Nonprofit Conference* (valued at \$200 per ticket)

Exhibitor Table Sponsor Opportunity (\$1,000)

Utilizing the [Hopin Conference Platform](#) gain a two-day digital Exhibitor Table! This opportunity allows you to have a customizable digital 'table', showcasing your branding, holding office hours, and sign up sheets for attendees who want to connect.

Exhibitor Table Sponsor gains:

- Two-day Exhibitor table
- Receive attendee list one week prior (contact information shared for registrants who agree to share their contact information)
- Opportunity to place swag in digital swag bag
- Link and Logo on Conference webpage, e-blasts regarding The *Best Nonprofit Conference*, and on Conference platform
- Recognition in the program booklet
- 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!

Digital Swag Bag Opportunity (\$750)

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

- Opportunity to place swag in digital swag bag
- 1 social media post
- 1 ticket to The Best Nonprofit Conference (valued at \$200 per ticket)



Sponsor Scholarships for the *Best Nonprofit Conference*!

Conferences can be expensive and inaccessible for smaller nonprofits. Help nonprofits attend by sponsoring their ticket! At just \$200 a ticket, you can provide nonprofits the 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
- Link and logo on conference webpage, e-blasts regarding the Best Nonprofit Conference, and on conference platform
- Recognition in the program booklet
- 3 Social Media posts
- 1 ticket to the Best Nonprofit Conference (valued at \$200 per ticket)

Don't see what you're looking for?

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

BECOME A SPONSOR

Sponsorship Level

- Sponsor Breakout Session: \$5,000 ☐
- Program Booklet Sponsor: \$3,500 ☐
- Session Sponsor: \$2,500..... ☐
- Exhibitor Table Sponsor: \$1,000 ☐
- Digital Swag Bag: \$750 ☐
- Sponsor a Nonprofit: \$ ☐

Contact Information

Name

Company

Address

City, State, and Zip

Telephone Number

Email Address

Submit Payment Information via:

☐ Check: Nonprofit New York
Best Nonprofit Conference Sponsorship
320 East 43rd St, 3rd FL
New York, NY 10017

☐ CC: [Pay here](#)

☐ Bill.com or Electronic Transfer:
Contact [Matt Cheng](#)

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://www.nonprofitnewyork.org/learn/best-nonprofit-conference/>