



**NONPROFIT  
NEW YORK**

A relentless,  
collective  
force for good.

Sponsorship Opportunities

**2020 ANNUAL  
CONFERENCE**

December 8 & 9, 2022

Ford Foundation  
320 East 43rd St  
New York, NY 10017

[www.nonprofitnewyork.org](http://www.nonprofitnewyork.org)



# ABOUT US

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**Nonprofit New York's** mission is to help New York nonprofits thrive to build better communities for all. **We are supporting a dynamic community of nonprofits - a relentless, collective force for good.**

Engaging over 4,000 unique nonprofit organizations annually, Nonprofit New York has been building a powerful nonprofit community in New York for nearly four decades. We are driven by the belief that when one nonprofit is stronger, all of us are stronger.

Members of Nonprofit New York gain access to an expansive portfolio of benefits, including 50+ trainings and in-depth learning opportunities; cost-saving programs; an online hub of tools, templates, and relevant resources; a 24/7 HelpLine; high-level networking opportunities; and more.

Nonprofit New York also organizes to build solidarity across the New York nonprofit sector and mobilize the united voice of our members in pursuit of public policy changes that strengthen nonprofits' ability to pursue their missions.







# ANNUAL CONFERENCE

Our one-of-a-kind conference designed to help nonprofits #NonprofitBetter returns this year in a hybrid format on:

**December 8, 2022**

9:00am - 6:00pm | **In Person** | Ford Foundation

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**December 9, 2022**

9:00am - 12:00pm | **Virtual**

Nonprofit New York's Annual Conference features candid conversations and interactive sessions with sector leaders and experts who will share innovative strategies, best practices, and invaluable insights on the emerging trends affecting nonprofits, including a focus on Diversity, Equity, Inclusion and Accessibility (DEIA), hybrid work environment, employee retention, workforce shortages and hiring challenges, expanded union organizing campaigns, and more.

We design our Annual Conference to inspire nonprofit attendees and create meaningful opportunities to connect, learn, and share with each other.



# OUR COMMUNITY

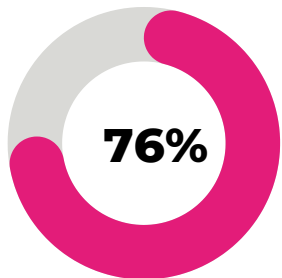
Nonprofit New York's Annual Conference attracts 300+ nonprofit executives, board members, community leaders, and business professionals from the New York City area.

Sponsoring the Annual Conference provides you and your team with unique opportunities to connect with key decision makers from the nonprofit sector, promote your brand and services, and showcase your company's support for hundreds of community causes.

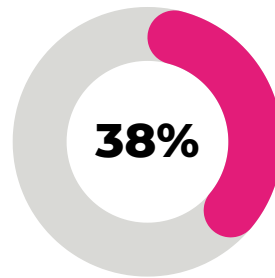
In the months leading up to the main event, we share frequent updates about our Annual Conference with 18,000+ nonprofit professionals, resulting in high quality, targeted impressions.

With this year's hybrid format, your company will benefit from maximum audience reach with in-person and virtual promotion throughout the event.

*Nonprofit New York's membership represents a diverse mix of nonprofit organizations with a range of budget sizes from NYC, Westchester, Long Island and beyond.*



Conference attendees who are director level or higher



Nonprofit members with budgets higher than \$1M





# SPONSORSHIP OPPORTUNITIES

Our Visionary, Partner, and Connector Sponsors exhibit their deep commitment to the nonprofit sector and receive a comprehensive package of benefits, with high visibility in person and online, leading up to and during the Annual Conference.

## VISIONARY SPONSOR (\$50,000)

### Onsite Benefits:

- Ten (10) tickets to onsite event and virtual session
- Opportunity to give remarks or feature sponsor-produced branded video (90 sec max) during the conference
- Shout out from the podium
- Exhibitor table at the event
- Prominent logo placement on all signage, stage backdrop and virtual platform
- Full page, color advertisement (include size) with preferred placement in program booklet
- Full attendee list with titles and organizations only, provided one week prior

### Digital Benefits:

- Top placement for logo with digital link on event website, e-blasts, and virtual platform
- Feature in our monthly newsletter
- One (1) dedicated email blast to Nonprofit New York's subscribers
- Four (4) banner ad placements in Nonprofit New York's newsletters
- Promotional flier in digital swag bag

# SPONSORSHIP OPPORTUNITIES

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## PARTNER SPONSOR (\$20,000)

### Onsite Benefits:

- Six (6) Tickets to onsite event and virtual session
- Opportunity to introduce a panel or feature sponsor-produced branded video (60 sec max) during the conference
- Shout out from the podium
- Exhibitor table at the event
- Prominent logo placement on all signage, stage backdrop, and virtual platform
- Full page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one week prior

### Digital Benefits:

- Prominent logo placement with digital link on event website, e-blasts and virtual platform
- One (1) Dedicated email blast to Nonprofit New York's subscribers
- Two (2) banner ad placements in Nonprofit New York's newsletters
- Promotional flier in digital swag bag

## CONNECTOR SPONSOR (\$7,500)

### Onsite Benefits:

- Four (4) Tickets to onsite event and virtual session
- Shout out from the podium
- Exhibitor table at the event
- Prominent logo placement on all signage, stage backdrop, and virtual platform
- Full page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one week prior

### Digital Benefits:

- Prominent logo placement with digital link on event website, e-blasts and virtual platform
- Two (2) banner ad placements in Nonprofit New York's newsletters
- Promotional flier in digital swag bag

Fun face here...or past quote?

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# SPONSORSHIP OPPORTUNITIES

Connect and engage with our attendees through an exhibitor table or one-of-a-kind interactive session while benefiting from consistent brand awareness leading up to and during the Annual Conference.

## EXHIBITOR SPONSOR (\$3,250)

### Onsite Benefits:

- Two (2) Tickets to onsite event and virtual session
- Exhibitor table at the event
- Logo recognition on signage and virtual platform
- Half page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one week prior

### Digital Benefits:

- Logo recognition with digital link on event website, e-blasts and virtual platform
- One (1) banner ad placement in Nonprofit New York's newsletters
- Promotional flier in digital swag bag

## SESSION SPONSOR (\$2,500)

### Onsite Benefits:

- Two (2) Tickets to onsite event and virtual session
- Opportunity to introduce session or panel
- Logo recognition on signage and virtual platform
- Half page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one-week prior

### Digital Benefits:

- Logo recognition with digital link on event website, e-blasts and virtual platform
- One (1) banner ad placement in Nonprofit New York's newsletters
- Promotional flier added to digital swag bag

## Don't see what you want?

Reach out to Sonali Jhurani, Development Director, at [sjhurani@nonprofitnewyork.org](mailto:sjhurani@nonprofitnewyork.org) or 646-893-2663 to discuss customizing your own sponsorship package or providing in-kind support.



# SPONSORSHIP OPPORTUNITIES

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Show your hospitality to the sector by sponsoring breakfast or lunch for our attendees at the Annual Conference and benefit from exclusive visibility in high traffic areas during the in-person segment of our event.

## LUNCH SPONSOR (\$1,750) – 2 AVAILABLE

### Onsite Benefits:

- Two (2) tickets to onsite event and virtual session
- Logo placement on signage throughout dedicated lunch area
- Quarter page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one-week prior

### Digital Benefits:

- Logo recognition with digital link on event website and virtual platform
- Promotional flier added to digital swag bag

## BREAKFAST SPONSOR (\$1,000) - 1 AVAILABLE

### Onsite Benefits:

- One (1) Ticket to onsite event and virtual session
- Logo placement on signage in dedicated breakfast area
- Quarter page, color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one-week prior

### Digital Benefits:

- Logo recognition with digital link on event website and virtual platform
- Promotional flier added to digital swag bag

## SCHOLARSHIP SPONSOR (\$150+)

The cost of attending can be a barrier for smaller nonprofits, but you can assure they receive access by sponsoring their admission. At just \$150 a ticket, our scholarship recipients gain access to all of the invaluable tools, best practices, and resources they need to #NonprofitBetter.



# ADVERTISING OPPORTUNITIES



In our Program Booklet, attendees receive a detailed agenda, a Readiness Assessment to help them reflect on their management practices, as well as templates, tools, and takeaways from breakout sessions. Promote your company's brand and services in our Program Journal, provided in print and digitally, and shared with 300+ nonprofit professionals and their teams.

## PROGRAM BOOKLET SPONSOR (\$3,500)

- Two (2) tickets to onsite event and virtual session
- Exclusive logo recognition on cover of Program Booklet
- Full page color advertisement in program booklet
- Full attendee list with titles and organizations only, provided one week prior
- Promotional flier in digital swag bag

## PROGRAM BOOKLET ADS

- Full page color advertisement, 8.5" x 11", \$1,000
- Half page color advertisement, 8.5" x 5.5", \$500
- Quarter page color advertisement, 4.25" x 5.5", \$250

# BECOME A SPONSOR

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*Thank you for supporting Nonprofit New York's Annual Conference and nonprofits in New York City, Long Island and Westchester.*

## SPONSORSHIP LEVELS

- ☐ VISIONARY SPONSOR, \$50,000
- ☐ PARTNER SPONSOR, \$20,000
- ☐ CONNECTOR SPONSOR, \$7,500
- ☐ EXHIBITOR SPONSOR, \$3,250
- ☐ SESSION SPONSOR, \$2,500
- ☐ LUNCH SPONSOR, \$1,750
- ☐ BREAKFAST SPONSOR, \$1,000

## PROGRAM BOOKLET

- ☐ PROGRAM BOOKLET SPONSOR, \$3,500
- ☐ FULL PAGE, \$1,000
- ☐ HALF PAGE, \$500
- ☐ QUARTER PAGE, \$250

## SCHOLARSHIP

- ☐ SPONSOR 1 TICKET, \$150
- ☐ SPONSOR 3 TICKETS, \$450

## PAYMENT INFO:

- ☐ CREDIT CARD: Submit Payment [Here](#)
- ☐ ACH/WIRE TRANSFER: CONTACT US
- ☐ CHECK: Nonprofit New York  
Annual Conference  
320 East 43rd St, 3rd Fl  
New York, NY 10017

## ADDITIONAL INFO

Contributions to Nonprofit New York are fully tax-deductible less the fair market value for tickets and advertisements provided.

## CONTACT US

Have questions or want to talk about customization? Please contact Sonali Jhurani, Development Director, at [sjhurani@nonprofitnewyork.org](mailto:sjhurani@nonprofitnewyork.org) or 646-893-2663.

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