



2024 ANNUAL CONFERENCE

*ROOTED IN COMMUNITY:
THRIVING TOGETHER IN TOUGH TERRAIN*



**NONPROFIT
NEW YORK**

A relentless,
collective
force for good.

SPONSORSHIP DECK

NOVEMBER 14, 2024

**FORD FOUNDATION CENTER
FOR SOCIAL JUSTICE**

**320 EAST 43RD ST
NEW YORK, NY**



ABOUT US

Nonprofit New York champions and strengthens nonprofits through capacity building and advocacy to cultivate a unified, just, and powerful sector. We support a dynamic community of nonprofits - a relentless, collective force for good.

Engaging an average of 3,000 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 Nonprofit 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.

EVENT OVERVIEW

Nonprofit New York's Annual Conference content is curated around our **Key Areas of Nonprofit Excellence**, which were developed to provide nonprofits with a roadmap of core management areas and performance strategies within them.

In addition to plenty of opportunities for networking, our programming features candid conversations and interactive sessions with sector leaders and experts who share innovative approaches, best practices, and invaluable insights on the emerging trends affecting nonprofits.

We design our Annual Conference to inspire nonprofit attendees and create meaningful opportunities for connecting, sharing, and learning together. This year's theme is *Rooted in Community: Thriving Together in Tough Terrain*.

The Annual Conference is a one-day event that will be held in person on Thursday, November 14, 2024, from 9 AM - 6 PM, at the iconic Ford Foundation Center for Social Justice in Midtown Manhattan.

KEY AREAS OF NONPROFIT EXCELLENCE

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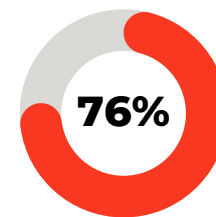
OUR COMMUNITY

Nonprofit New York's Annual Conference attracts 250+ nonprofit professionals, board members, and community leaders from the New York City area.

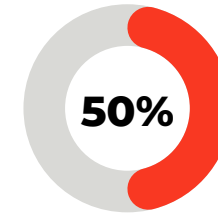
Sponsoring the Annual Conference provides you with unique opportunities to connect with key decision makers from the nonprofit sector, promote your brand and services, and showcase your company's support for hundreds of community causes.

In the months leading up to the main event, we share frequent updates about our Annual Conference with 26,000+ nonprofit professionals, resulting in high quality, targeted impressions. Your company will benefit from maximum audience reach with in-person and digital promotion.

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

All of our 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) - 1 AVAILABLE

Onsite Benefits:

- Ten (10) tickets
- Opportunity to give remarks or feature sponsor-produced branded video
- Exhibitor Lounge within Main Auditorium
- Shout out from podium
- Top logo placement on all signage
- Full page, color advertisement with preferred placement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Top placement for logo on all digital event promotion, including website

SOLD OUT



PARTNER SPONSOR (\$10,000) - 1 AVAILABLE

Onsite Benefits:

- Four (4) tickets
- Introduce a panel or feature sponsor-produced branded video
- Exhibitor table at the event
- Shout out from podium
- Top tier logo placement on all signage
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Top logo placement for logo on all digital event promotion, including website

#STRONGERNONPROFIT FUND (\$200 PER TICKET)

The cost of attending can be a barrier for smaller nonprofits, but **YOU** can ensure they receive access by sponsoring their admission. Scholarship recipients gain access to all of the invaluable tools, best practices, and resources they need to become a #StrongerNonprofit! Sponsors receive acknowledgement in the Program Book. For more info, contact Sonali Jhurani at sjhurani@nonprofitnewyork.org.

EXHIBITOR SPONSOR (\$4,000)

Onsite Benefits:

- Two (2) tickets
- Exhibitor table at the event
- Logo recognition on signage
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Logo on all digital event promotion, including website



PHOTOBOOTH SPONSOR (\$3,000) - 1 AVAILABLE

Onsite Benefits:

- Two (2) tickets
- High-top table next to photo booth kiosk
- Shout out from podium
- Logo recognition on signage
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

SOLD OUT

Digital Benefits:

- Logo on all digital event promotion, including website

PERFORMANCE SPONSOR (\$1,500) - 2 AVAILABLE

Onsite Benefits:

- Two (2) tickets
- Shout out from podium
- Logo recognition on signage
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Logo on all digital event promotion, including website



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

Onsite Benefits:

- One (1) ticket
- Logo placement on signage in dedicated breakfast area
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Logo on all digital event promotion, including website

COCKTAIL SPONSOR (\$3,000) - 1 AVAILABLE

Onsite Benefits:

- Two (2) tickets
- Logo placement on signage in dedicated cocktail area
- Logo on signage in the Foundation Atrium
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Logo on all digital event promotion, including website

LUNCH SPONSOR (\$2,000) - 3 AVAILABLE

Onsite Benefits:

- Two (2) tickets
- Logo on signage throughout dedicated lunch area
- Opportunity to give remarks during lunch
- Full page, color advertisement in program book
- Full attendee list with titles and organizations only

Digital Benefits:

- Logo on all digital event promotion, including website





ADVERTISING

In our Program Book, attendees receive a detailed agenda, templates, tools, and other valuable takeaways from breakout sessions. Promote your company's brand and services in our Program Book, provided in print and digitally, and shared with 250+ nonprofit professionals and their teams.

PROGRAM BOOK SPONSOR (\$3,500) - 1 AVAILABLE

- Two (2) tickets
- Exclusive logo recognition on cover of Program Book
- Full page color advertisement in program book
- Full attendee list with titles and organizations only

PROGRAM BOOK 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

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, \$10,000
- ☐ EXHIBITOR SPONSOR, \$4,000
- ☐ ~~PHOTOBOTH SPONSOR, \$3,000~~
- ☐ ~~COCKTAIL HR SPONSOR, \$3,000~~
- ☐ ~~LUNCH SPONSOR, \$2,000~~
- ☐ PERFORMANCE SPONSOR, \$1500
- ☐ ~~BREAKFAST SPONSOR, \$1,000~~

ADVERTISING

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

PAYMENT INFO:

- ☐ CREDIT CARD (REQ INVOICE)
- ☐ ACH/WIRE TRANSFER: CONTACT US
- ☐ CHECK: Nonprofit New York
Annual Conference
320 East 43rd St
3rd Floor
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 at sjhurani@nonprofitnewyork.org

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